BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

NBC ARTISTS SERVICE

GEORGE ENGLES · MANAGING DIRECTOR

★ ★ ★ ★ ★ ★ ★

An organization whose extensive facilities permit it to offer a more brilliant array of representative artists than any other agency of its kind. These are available, not only to Broadcast Advertisers in particular, but for every form of public entertainment or private function, including lectures, concerts, recitals, conventions, dances, banquets, stage productions, motion pictures and phonograph recording. Inquiries receive immediate attention.

★ ★ ★ ★ ★ ★

NEW YORK BOSTON WASHINGTON SCHENECTADY CHICAGO
DENVER PORTLAND, ORE. SAN FRANCISCO LOS ANGELES

An Open Letter to Advertisers

From Five to Fifty Kilowatts

WCCO will have in operation in the summer of 1932 one of the finest fifty-kilowatt transmitters in the world—a masterpiece of Western Electric engineering. Installation has already started.

The service area of WCCO after this installation can only be estimated. In Minnesota, Wisconsin, Iowa, the Dakotas, Nebraska, eastern Montana and the peninsula of Michigan this new transmitter will establish a new standard of broadcast service.

W C C O

However, the essential story of WCCO's commercial value will be unaltered. It is the story of service to a great community.

With the fifty kilowatts WCCO will continue to dominate the Twin Cities and the Northwest. In addition, it will reach the most remote corners of this rich and fertile area—sections where today no radio service is completely dependable.

This great Northwest territory is a region of enormous natural wealth; of courageous people, and of a prosperity deeply rooted into the earth itself.

With fifty kilowatts as with five, WCCO will devote itself to the service of the great Northwest.

Northwestern Broadcasting, Inc.

Minneapolis, Minnesota

H. A. BELLOWS, Pres. **E. H. GAMMONS, V. Pres.**

ATLANTIC CITY

A City of Homes in addition to its Famous Hotels and Boardwalk

5000 WATTS

WPG

CLEARED NATIONAL CHANNEL

Atlantic City is visited by millions from all parts of the world—its doings and activities are of interest at all times.

WPG IS KEY STATION for the entire Columbia Broadcasting System several times each week. Over a million radio sets located in the good service area of WPG. Our location on the Atlantic seaboard gives a strong over water signal the length of the entire coast. The listener tunes to—WPG for programs they want to hear—tell them your story.

A radio survey by the Columbia Broadcasting System shows a population over ten million in the good coverage area of WPG. In addition an inquiry directed to the chambers of commerce in a limited list of cities with a population over five thousand shows:

*WPG is listened to regularly by—

30 cities in Connecticut
22 cities in Florida
23 cities in Maine
34 cities in Massachusetts
13 cities in New Hampshire
6 cities in Rhode Island
12 cities in Vermont

*Above list is in addition to figures shown in good coverage market data.

(List of individual cities in each state may be had upon request.)

MARKET DATA

Local Coverage

Population	256,193
Families	62,486
Radio Sets	28,539
Radio Listeners	88,470
Residence Telephones	25,461
Passenger Automobiles	49,413
Bank Deposits	$127,875,000

Good Coverage

Population	10,086,918
Families	2,460,223
Radio Sets	1,094,947
Radio Listeners	3,394,336
Residence Telephones	975,329
Passenger Automobiles	1,416,974
Bank Deposits	$5,841,079,000

WPG Broadcasting Corporation

Operated by the COLUMBIA BROADCASTING SYSTEM

STUDIOS LOCATED IN THE WORLD'S LARGEST AUDITORIUM DIRECTLY ON THE FAMOUS BOARDWALK, ATLANTIC CITY

XUM

Bamberger Broadcasting Service, Inc.

131 Market Street

Newark, N. J.

NEWARK TELEPHONE
MARKET 2-1212

REPLY TO
1440 BROADWAY
NEW YORK
TEL. PENN. 6-8383

W·O·R

June 1, 1932.

Mr. Thoughtful Advertising Agent
One Alert Avenue is
Broadcasting in the
Summer Season.

RE: SUMMER BROADCASTING

Dear Sir:

Ten years ago summer broadcasting was considered a waste of time. In the intervening years, radio has progressed more rapidly than any other business in a similar space of time. High power transmission from major stations, together with improved reception made possible by the perfection of radio sets during the last three years, have practically eliminated STATIC, the only bar to perfect summer reception in the good old days.

Listener mail discloses our summer listening audience is comparable to that of the winter season. There is a tremendous increase of summer listeners today as compared to only a few years ago.

Do not permit the old bug-a-boo of radio's infant days to keep you from doing a good job for your clients during this coming summer.

Your clients are keenly interested in radio. Get the jump on their competitors by utilizing radio this season. An intelligent presentation by radio will crystallize thousands of sales that otherwise might be lost.

Cordially yours,

STATION W O R

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

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Commission Approval of U. S. Radio Seen

Lafount Forecasts Senate Report Findings in Address To Education Council; Advertising Issues Aired

Mr. Lafount

THAT EDUCATIONAL interests are being better served by commercial broadcasters than they have been by so-called educational stations in the past or would be by any such system as proposed in the Fess bill was the consensus of more than a score of speakers who addressed the National Advisory Council of Radio in Education convention at Buffalo. Commissioner Lafount quoted Commission records to show that most stations now devote 12½ per cent of their program time to educational features.

CONTINUANCE of the existing system of private enterprise in broadcasting will be recommended to Congress by the Radio Commission shortly in a voluminous report covering its far-reaching inquiry into commercial broadcasting undertaken pursuant to the Couzens-Dill resolution (S. Res. 129) adopted last January.

That this conclusion has been reached, was clearly indicated by Radio Commissioner Harold A. Lafount June 20 in an address before the second annual assembly of the National Advisory Council of Radio in Education at Buffalo. He appeared as the Commission's official spokesman, and while he did not allude to the report to Congress, he said the Commission, after a careful study of world broadcasting "is of the opinion that the American system has produced the best form of radio entertainment to be found anywhere."

Other facts and figures quoted by the commissioner respecting commercial broadcasting obviously were based on the inquiry in which the Commission probed the entire broadcast structure with particular reference to advertising and Federal regulation. It seems apparent, too, that the Commission will urge a hands-off policy by Congress, backing this recommendation with data proving the all-round superiority of American broadcasting over the systems of other nations.

Symposium on Advertising

MR. LAFOUNT'S address was one of more than a score delivered before the Council, all dealing with broadcasting from the commercial aspect or with education by radio. The sessions, which developed into a symposium on commercial broadcasting and the whys and wherefores of radio education, were representative of every phase of the industry. Besides the commissioner's address on the trend of radio programs, there were discussions of radio advertising, participated in by Howard Angus, of Batten, Barton, Durstine and Osborn, from the agency standpoint; Frank D. Bowman, advertising manager of the Carborundum Co., from the standpoint of the broadcaster, and Lyman Bryson, California educator, from the standpoint of the public.

The radio station as a community enterprise was the subject of an address by Edgar Bill, WMBD, Peoria, Ill., chairman of the NAB program committee. The place of broadcasting in the community was discussed in a symposium lead by I. R. Lounsberry, vice-president, Buffalo Broadcasting Corp., who presented the broadcasters' view. The press angle was covered by A. H. Kirkhofer, managing editor of the BUFFALO EVENING NEWS, owner of WBEN. Aspects of education-radio were covered during the second day of the three-day session by a variety of representative speakers.

The Buffalo meeting was one of three important sessions during the past fortnight involving radio. At Chicago the Radio Manufacturers Association held a joint convention and trade show and heard addresses on related industry and broadcasting subjects, including an address by Commissioner Lafount dealing with television and its future. In Minneapolis, the National Congress of Parents and Teachers again heard disparaging words about commercial radio from Joy Elmer Morgan, chief factotum of the group supporting the Fess bill for allocation of 15 per cent of the channels to educational institutions. Immediately thereafter, however, the association voted down two resolutions dealing with government ownership of broadcasting, handing another severe jolt to the Morgan group.

The tenor of the whole meeting at Buffalo on the moot question of education in radio was endorsement of the scheme whereby educational programs would be broadcast over existing commercial stations as a means of obtaining largest audience appeal. From its start two years ago, the Advisory Council has endorsed such a plan. The organization and its objectives are not to be confused with the National Advisory Committee on Education by Radio, which is headed by Mr. Morgan.

The Third Annual Institute on Education by Radio will hold its sessions under the auspices of Ohio State University at Columbus, June 6-9, for the discussion also of aspects of radio's use in education.

Strikes Responsive Chord

MR. LAFOUNT'S espousal of the so-called American Plan of broadcasting struck a responsive chord in his audience. A portion of his address was broadcast over an NBC network.

How the Commission keeps tab on programs and constantly strives to elevate standards, despite its lack of censorship powers, was described by the commissioner. He said the Commission has found that stations are entirely responsive to the listening public and that program standards are governed by the listener rather than by the Commission or the broadcaster.

Apparently using data compiled in the Commission's inquiry pursuant to the Couzens-Dill resolution, which, among other things, suggests inquiry into the feasibility of government ownership, Mr. Lafount quoted statistics which showed that appreciably less than one-half of the broadcast day is consumed by commercial programs on the 600-odd stations. He also produced figures which showed the evident futility of station operation by educational institutions, the number of such stations having dropped from 95 in 1927, when the Commission came into existence, to 44 as of January 1, last.

Analysis of Programs

"THE RECORDS of the Commission as of January, 1932, show that there were 607 stations licensed," he said. "In the past several months, that figure has been reduced, I believe, to 604 existing stations, of which some 40 are owned by states or municipalities. During a typical week, it is estimated that a large majority of all stations use approximately 68 per cent of the broadcast day between 6 o'clock a. m. and 6 o'clock p. m., the remaining 32 per cent (more or less) between 6 o'clock p. m. and midnight.

"Of the daylight hours, about 65.7 per cent are used for sustaining programs, of which approximately 74 per cent are local sustaining, and the remaining 26 per cent chain sustaining. Of the 34.3 per cent devoted to commercial or sponsored hours, some 86 per cent are given locally, the remaining 14 per cent being chain programs. Of the evening hours, again, the heavier percentage are sustaining programs, being about 59.8 per cent, divided as follows: 78.6 per cent local sustaining, 21.4 per cent chain sustaining, and of the 40.2 per cent used commercially in the evening 63.1 per cent are local commercial to the 36.9 per cent chain commercial."

Discussing stations owned and operated by educational institutions, Mr. Lafount said the Commission has received a letter from Levering Tyson, director of the Advisory Council, stating that throughout the whole of Europe not a single college or university owns or operates a station—a statement verified by the Geneva Union. Of the 51 educational stations of this country which have dropped out of the picture since 1927, he said 24 voluntarily assigned their facilities to commercial stations, 18 voluntarily abandoned their stations, 7 defaulted on the hearing of their application, one filed a renewal of license and

then withdrew, and one was denied renewal by the Commission after hearing. Thus, he said, records of the Commission now show that but one station of the 95 originally licensed was denied renewal.

Education Program Time

WHILE there may be some question as to the definition of an "educational" program, the commissioner said that Commission records indicate a large majority of the stations devote 12½ per cent of their total time to what they construe to be educational broadcasting. Of this percentage, he declared 80 per cent are sustaining hours and 20 per cent commercial. Such programs as the NBC Music Appreciation Hour, the David Lawrence talks, the CBS "American School of the Air" and the "Philadelphia Symphony Orchestra," he asserted, fall clearly within the concept of education as described by the Federal Office of Education.

"I may say without fear of successful contradiction that the United States broadcasts more hours of educational programs than any other nation in the world, the total broadcasting hours of each considered," said Mr. Lafount.

"After a careful study of broadcasting systems in use in many of the foremost countries of the world, the Commission is of the opinion that the American system has produced the best form of radio entertainment to be found anywhere. Under our system, broadcasting is carried on by private enterprise and advertising furnishes its economic support without which it would not exist. The principal objection to our system seems to be the kind and amount of advertising in which stations have indulged.

"There are those who urge that advertising which is objectionable in character or amount should be restricted by certain formulae such as forbidding more than a certain proportion of the time to be used for advertising, or forbidding more than a certain number of words to be used in advertising announcements, or forbidding the mention of more than the name of the advertiser or his product, or a short slogan. Some people would have this done by a law enacted by Congress, others would have the Federal Radio Commission do it by regulation.

Views on Advertising

"THEN THERE is another kind of regulation proposed, consciously or unsconsciously by persons who would somehow force broadcasting stations to use a certain percentage of the day's schedule for a specific kind of program; educational, for example, or require that certain hours be used for this purpose. I suppose they mean that this should be done either by law or by regulation. I have already told you the method which the Commission is using to encourage improvement, namely, by its action on applications for renewal of license. Whether the Commission's method is the best is not for me to say. I do feel, however, that in the present state of our knowledge, and in the obvious need for further experience and experimentation, it would be dangerous to tie ourselves down to rigid formulae which may be difficult to change.

"The Commission believes the amount and kind of advertising can and should be confined within the limits consistent with the largest possible range of service to the public and these factors should be considered by it, among others, in determining whether the licensing of or continued operation of a station will serve public interest, convenience and necessity.

"In conclusion, I want to say that, speaking for myself, I think our system of broadcasting is typically American and that it suits our democratic temperament as no other system I have yet encountered would. I believe that before we disrupt it to adopt any other, we should gravely compare the benefits and disadvantages of that we now have with those we contemplate, watching carefully the scales of performance to see which way they tip."

Radio as it exists today is an entertainment business entirely, the council was told by Carroll Dunn, director of research of Crossley, Inc., New York. He said a poll of 600,000 listeners revealed this conclusion. This was developed in obtaining answers to the query "What programs did you hear yesterday?" He said, too, that the survey showed the popularity of dance orchestras is beginning to wane and that mystery dramas are winning the audience.

"On any given day, taking the country as a whole, 70 per cent of the radio sets in the country are in use at some time," Mr. Dunn asserted. "One-third of this 70 per cent is in use in the morning, one-third in the afternoon and two-thirds at night."

Popularity of daytime programs was given by Mr. Dunn as follows: mystery first, then comedy, serials, dance orchestras, singers and persons talking on home making, beauty, culture and kindred topics. In the evening the list includes minstrel shows, mystery dramas, serial stories, concert orchestras and talks, in the order named. He said that sponsored programs generally get the largest audiences because of their entertainment qualities, the listeners accepting the advertising credit as a necessary adjunct.

Mr. Dunn said that in dividing the 136 leading programs into time categories, the survey showed that programs of one-hour duration attracted the largest audience and those of 15 minutes drew the smallest.

NEWLYWEDS—William S. Paley, 30-year-old president of CBS, was married in May to Mrs. Dorothy Hart Hearst, 23, divorced wife of John Randolph Hearst, third son of William Randolph Hearst, the publisher. The wedding took place at Kingman, Ariz. They are now on a honeymoon in Hawaii.

Advertisers and Agencies Set Up 'Court' To Review Charges of Unfair Practices

Review Committee Established to Act in Disagreements; Seven Offenses Listed in Code of Standards

HOLDING that "in the main advertised products are honestly promoted," but citing advertising practices that are unfair and should be curbed, the executive boards of the Association of National Advertisers and the American Association of Advertising Agencies have united to adopt a plan for a Review Committee that shall act as a sort of court of appeals on cases of disagreements over the application of their advertising copy code.

Announcement was made May 23 that the Review Committee will be composed of five national advertisers to be appointed by the president of the A. N. A., five advertising agents to be appointed by the president of the A. A. A. A., five magazine publishers to be agreed upon by the 10 appointees of the two associations and this committee of 15 to select five additional members of recognized standing and good repute but not connected with advertising or publishing.

Limitation on Cases

"ONLY SUCH cases shall be reviewed by the Committee," the joint statement of the A. N. A. and A. A. A. A. says, "as are considered to violate sound advertising practice as defined by the Joint Committee copy code. The Review Committee will not attempt to be the judge of facts in themselves, but will interpret them in the light of principles established by the code.

"Since the Review Committee is to be in effect, a 'court' of appeals, it can deal only with cases which have been tried in a lower 'court' and appealed because of disagreement. Since the National Better Business Bureau already has the necessary machinery to function as a lower 'court,' it was decided to recognize that bureau as the cooperating body. Therefore, the Review Committee will consider only those cases where the National Better Business Bureau has been unable to decide the issue to the satisfaction of the parties involved.

"Subject to the discretion of the Review Committee, any eligible case can be referred to it for consideration at the instance of the complainant in the case, or the defendant, or the National Better Business Bureau.

"The Review Committee is to be the judge of its own jurisdiction in every case and have the privilege of reviewing it or declining to do so at its own discretion. The ver-

(*Continued on page 22*)

Radio Versus Press

THAT THE radio station and the newspaper run along parallel lines in serving their community was the opinion expressed by Chauncey J. Hamlin, president of the Buffalo Society of Natural Sciences. In many fields of service he said they duplicate and supplement each other.

"There is one thing upon which we can congratulate the radio," Mr. Hamlin asserted. "It doesn't put crime and accident on its front page. It reserves for the most important hours—that is, its front page—its finest programs. Its headlines are its symphony concerts and its nation-wide educational hours like the series of talks by labor leaders now being broadcast on Sunday afternoons.

"I often wish that some of our newspapers would take a page out of radio's book and tuck away their sensational news items in some less conspicuous places."

Radio in the Community

THE RADIO station as a community enterprise was discussed by Mr. Bill, as chairman of the NAB program section. He said many stations are conducted with the idea that the only service they can perform is straight entertainment when they have a wealth of material to build into programs by exercising sound judgment and foresight, he continued, the individual broadcaster can contribute materially to the educational and cultural development of the community.

Pointing out that it costs money to operate a station, Mr. Bill said the immediate problem of the owner is to so build his programs as to attract an audience large enough to get results for advertisers. This can be done, he asserted, if independent stations pursue a course designed to serve the whole community.

"When a station is a factor for the good of the community and when its programs are full of human interest and personality, that station will have a listening audience and its problem of getting results for advertisers will be over. The many stations take the attitude that the only worthwhile programs can come from the networks emanating from Chicago and New York. Network programs cannot take the place of good local interest programs. Too many radio stations depend upon the networks to carry their station for their audi-

ence and completely forget local interest and initiative."

Mr. Bill suggested that a station can be made a community enterprise by: arranging with nationally known visitors to broadcast a brief message; putting on the air the activities of local organizations; disseminating information of interest to home-makers, farmers and other groups; taking part in community fund drives; Y. M. C. A. campaigns and kindred affairs; sponsoring worship periods by local ministers, talks by school teachers, doctors, lawyers, and engaging in similar community activities.

Future Radio School

ELMER J. PIERCE, principal of Seneca vocational high school, licensee of WSVS, Buffalo local, said he believed there is a real future for radio in education but that much in the so-called education by radio had been wrongly labeled.

"Education by radio must be supplementary," he said. "Education by radio is the function of the educator; the school man should be on the firing line. It must be a local enterprise. And it must be put on in series by the same person, not a different person each week. Each letter should be short."

Calling education the "handmaiden of almost every development of science," Dr. C. M. Koon, specialist in radio of the U. S. Office of Education, said that if one accepts a broad, social conception of education he would realize the desirability of utilizing the radio to further the educational process. Reviewing the first year's activity of the Office of Education in Radio, he stressed the need of "teamwork for the working out of a constructive radio educational program."

Cleveland's experience with radio as a mode of classroom instruction was discussed by H. A. Bathrick of that city's educational department. At the end of the fourth term of such instruction, he said, it has been found that the pupils are about six weeks ahead of those who have not been given instruction by radio. He said the city education authorities now are certain that such instruction fosters desirable habits in readiness, attention, concentration and vocabulary; eliminates extraneous matter and interruption; assures, when desirable, greater uniformity of work; provides a constant push or drive in classroom work; permits constant checks and tests, inviting comparisons; receives the sustained support and cooperation of pupils and teachers who participate.

Miss Hale Speaks

MISS FLORENCE HALE, president of the National Education Association, said she believed there is no organization or medium that can so effectively interpret the public schools to the people at large in the way that radio can. "Furthermore," she added, "I believe the radio companies are doing excellent work along these lines and those of adult education generally. As regards the silly or objectionable programs about which we hear, and ourselves give criticism, after all, we have as great a responsibility as the radio people, because, after all, the public gets what the public in the majority wants. If the majority wants fine music and fine literature, it will get all these if it makes known its wants.

"If the majority want cheap performances, either on the stage or over the radio, they are rather likely to get it, because radio is a business, as the stage is a business, and the law of supply and demand will be observed. It is clearly up to us educators to do our part in creating a taste for worthwhile things, as it is up to the broadcasting companies to give us these things over the air."

Prof. C. M. Jansky, Jr., consulting engineer of Washington, spoke on the problem of the institutionally owned station and was critical of the ineffective way in which many institutions operate their stations. The prime reason for the loss of ground by the educational station, he said, is due to the fact that leading educators and administrators have never looked upon their stations as major activities worthy of promotion and of defense against all comers with every ounce of resource. Declaring he believed there is a distinct place for the educationally owned station in American broadcasting, Prof. Jansky said he looks forward to the day when some educational stations will be looked upon as outstanding leaders both in broadcasting and education.

Prof. Jansky said he had a mental picture of what to him will be the ideal educational station of the future and the relationship which will exist between it and its parent institution. He said, among other things, it would be operated as a major activity; it would not seek special privilege, but would welcome the opportunity of competing for an audience with the best the commercial station has to offer; it would operate full time, 52 weeks a year, and if necessary, would broadcast sponsored programs; it would not be poverty stricken and would have qualified personnel.

New Pedogogy Needed

MR. TYSON, who has directed the activities of the Council, declared that educators, to be successful broadcasters, must disregard many pedogogical practices which have been developed during many decades.

"Transferring a leisurely classroom lecture to the air is the least effective and most unsatisfactory procedure in educational broadcasting," he said. "The educational broadcaster must not only attract his audience to him in the first place, but he must do what the commercial broadcaster has learned so clearly; he must hold his audience. He will find, however, that

(*Continued on page 18*)

Broadcasting or "Narrowcasting"?—Angus . . .

A STRONG DEFENSE of commercial radio was presented May 20 before the concluding session of the National Advisory Council on Radio in Education at Buffalo by Howard Angus, of Batten, Barton, Durstine and Osborn, in a symposium on radio advertising. Mr. Angus spoke for the advertising agency, with Frank A. Arnold, director of development of NBC, discussing the subject from the broadcasters' standpoint; Frank D. Bowman, advertising manager of the Carborundum Co., from the standpoint of the client, and Lyman Bryson, California educator, from the standpoint of the public.

Replying to commercial radio critics, Mr. Angus said if commercial announcements are not interesting, the public will exercise the severest censorship by not listening to them. He asserted that due to the new technique in radio advertising being developed "commercial announcements before long will be as entertaining as the programs themselves."

Must Thank Advertisers

MR. ANGUS advocated the use of commercial stations for the dissemination of educational programs if the maximum benefits are to be acquired. "If there is a radio audience for education to use," he began, "it is because there are commercial broadcasts.

"Before there were commercial broadcasters, there were 3,000,000 radio sets; now there are 16,000,000 radio sets. Before there were commercial broadcasts there were no chains; now there are three chains.

Howard Angus

"Therefore, if radio is worth using for educational or other purposes, the advertisers are to be thanked for it. The person who invented the word 'broadcasting' told all to be said when the part 'broad' was put into it. If anyone—educators or anyone else—wants to do 'narrowcasting,' he'll have to find other media for it. By 'narrowcasting' I mean any type of education or entertainment or information that isn't of interest to the general public. You shouldn't expect of broadcasting any more than of a newspaper or anything else supposed to reach the general public."

Results obtained by the Carborundum Co., makers of abrasives and refractory products, in radio campaigns, were discussed by Mr. Bowman. He said the radio audience, from his experience, now is undergoing a change, and likes most the "better music."

Mr. Arnold said that broadcasting is the only industry giving a multiple service that depends entirely on advertising for its existence. "As a medium primarily of entertainment, education and religious inspiration, radio broadcasting has admitted advertising in much the same way as the daily newspaper or the national periodical admits advertising to its colums for the sake of revenue thus derived," he said.

He said the cosmopolitan character of the radio audience, taking into consideration the difference in literacy and in social and financial surroundings of the 60,000,000 listeners, denotes the extreme difficulty in providing programs of universal acceptance. Variety and versatility, he said, are the best means of suiting all tastes.

57 Hours a Month

"THERE has been a great development during the past year in the quantity and quality of educational programs. More than 57 hours of broadcasting time are being devoted to educational programs each month by the NBC."

The possibility of a "determined and articulate revolt of listeners" to drive direct advertising off the air was mentioned by Mr. Bryson, director of the California Association for Adult Education, in discussing advertising from the listeners' standpoint. He charged that many advertisers pass from fine music into a sales talk which is lengthy, raucous and aggressive," on the theory that they are entitled "to what they call their money's worth."

A Listener's Revolt?

"IS THE ANSWER to this to organize a determined and articulate revolt of listeners who will drive all direct advertising off the air?" he asked. "It may come to that. If the great broadcasting networks think their codes of ethics and their heroic refusal of obviously offensive programs are enough, they do not know their public.

"If the advertisers who think they must shock and terrify people into running, panic stricken, to the nearest retail dealer believe that they are not challenging a resistance which will some day make itself effective, they are mistaken.

"In fact, the remedy for all this lies at our hand if we would use it. If only a few thousand of the great 60,000,000 would send in postcards saying simply 'I don't like your air programs and I won't buy your products,' offensive programs would vanish from our hearing.

"But there is small chance of that happening. In all the years of protest against the defacing of outdoor loveliness by billboards, no one has ever been able to summon enough energy to apply that simple cure."

XUM

NAB Urges Curb on A.S.C.A.P. By Changing Old Copyright Act

Sirovich Measure Killed for Present Session; Society Threatens to Terminate Truce

By SOL TAISHOFF

IMMEDIATE enactment of legislation amending the existing copyright law to curb the demands of the American Society of Composers, Authors and Publishers upon broadcasters, rather than an attempt to have enacted a complete copyright law supplanting the 1909 act, was urged at the joint meeting of the NAB board of directors and copyright committee in Chicago May 24.

With the failure in the House May 24 of the Sirovich copyright bill (H. R. 12094), designed to replace the 1909 law, it was felt that the current crisis on music license fees can only be met through the piece-meal amendment of the 1909 law on specific points. By recommitting the Sirovich bill to the Patents Committee, and thus, in effect, killing the measure at this session, the House refused to enact a new copyright law haphazardly without full knowledge of its purpose. A dozen members assailed vigorously the "racketeering" tactics of ASCAP, but they contended the Sirovich bill did not go far enough in restraining the pool.

After a recital of the legislative copyright situation by Henry A. Bellows, CBS vice-president and chairman of the NAB legislative committee, and Louis G. Caldwell, NAB copyright counsel, the board at Chicago adopted a motion favoring specific legislation to check ASCAP. Telegrams were dispatched to all stations urging opposition to the Sirovich bill unless it contained a provision limiting the activities of ASCAP, even while the House was considering the measure. The telegrams bore the signature of Oswald F. Schuette, recently engaged copyright leader of NAB.

Seeks Equitable Fees

THE SENSE of the NAB action was that legislation should be enacted which would compel any organization having substantial control of the performing rights in music (meaning ASCAP) to charge equitable license fees for its music to all stations. Specifically, the amendment would provide that the standard of a reasonable fee by the copyright pools be recognized, so that in suits by the pools for infringement, the courts could limit the recovery to a reasonable license fee and take into account the fees paid by other broadcasters under similar circumstances, and could, in its discretion, require the pool to license the alleged infringer for a future period on payment of a similar fee.

All phases of the copyright situation were discussed by the NAB board with its copyright and plenary committees. Paul W. Morency, WTIC, Hartford, chairman of the copyright committee, detailed the negotiations which have gone forward with ASCAP on the proposed new scale of fees, and A. J. McCosker, WOR, Newark, chairman of the plenary committee, explained its activities. It is indicated that NAB will submit to E. C. Mills, general manager of ASCAP, its formal reply to the proposed new 5-per-cent-of-gross, plus sustaining license scale, the first week in June.

From ASCAP headquarters comes the reported threat that unless NAB acts soon and comes to some sort of satisfactory agreement, the Society may make the new rates effective prior to Sept. 1—the date on which the present moratorium would end. It was indicated that ASCAP feels the NAB is "stalling" and that the counter proposal was promised May 16. The ASCAP, it was said, is not obligated to wait until that date to make effective its increased schedule, which, under the proposed terms, would increase tribute paid by broadcasters from 300 to 500 per cent over the existing scale, which grosses approximately $1,000,000 annually.

Directors Present

BESIDES those already named, those who attended the Chicago meeting included Harry Shaw, WMT, Waterloo, Ia., president of NAB; A. L. Ashby, NBC; Edward Klauber and Harry C. Butcher, CBS; Walter J. Damm, WTMJ; William S. Hedges, WMAQ; Quin Ryan, WGN; Leo Fitzpatrick, WJR; H. A. Howlett, WHK; Gene O'Fallon, KFEL; Ed Craney, KGIR, and Philip G. Loucks, NAB managing director.

Defeat of the Sirovich bill comes somewhat as a surprise. Misunderstanding of the terms of the measure, combined with adroit handling of the opposition by Rep. Lanham, (D.) of Texas, defender of ASCAP, and Rep. Sol Bloom, (D.) of New York, was responsible. Before the measure was recommitted to the House Patents Committee, Rep. Bloom succeeded in having the House strike out the enacting clause, which meant the death of the legislation, but that vote was rescinded on a preferential vote to have the bill re-referred to committee.

With the exception of Bloom and Lanham, a dozen other members who opposed the measure attacked ASCAP. Lanham outwardly defended the group. He is the successor to the late Rep. Vestal, (R.) of Indiana, whose pre-Society copyright bill was killed by the Senate at the last session after it had passed the House.

After Rep. Sirovich had described the bill, with only passing reference to radio, Rep. Lanham launched his attack on the measure. He said the bill was drafted by an attorney for the authors and did not contain adequate protection for the interests involved. Most effective, however, was his charge that so many bills had been introduced by Sirovich on copyrights that no member of the House was familiar with the proposed legislation. He repeated time and again that, while an "authority" on copyrights, he had not had opportunity to investigate the bills introduced by the committee and was not familiar with the legislation.

Rep. Busby, (D.) of Miss., charged the Sirovich bill is similar to the Vestal bill in that it embraces the "squeeze methods" of Gene Buck and Nathan Burkan (ASCAP officials) in "working the public for all they can." He said the bill did not restrain such efforts and that ASCAP "could absolutely put all the radio stations of the country out of business in 30 days because they are the sole judge of what they can charge." He referred to the proposed 5 per cent of gross scale.

Called "Hijacking"

REP. McGUGIN, (R.) of Kansas, opposed any legislation extending more privilege to any copyrighted music. "As a matter of fact," he said, "I should be ready and willing today to vote that music is not subject to copyright on the theory that those who have enjoyed the blessings and privileges of copyright music have abused and sinned away their right, call it racketeering or call it what you please." He likened the ASCAP operations to a "hijacking game the way it is practiced, and nothing else."

Vigorous opposition to ASCAP was voiced by Rep. Gifford, (R.) of Pennsylvania. "It would seem," he said, "that there is going to be no limit to what this central organization can demand from a proprietor of a small hotel or the owner of a small radio broadcasting company. They swoop down upon them and say, 'you are running that at a profit.' Of course, a hotel, for example, is supposed to make a profit, but in heaven's name is every little thing which is added to make it more attractive to its guest, but which may not bring any profit by, or of, itself be made to pay a duty? . . .

"I fear that this organization which represents the composer may not be purely protective but a manipulating body. It may be extremely harmful, not to say offensive, and I ask the members who, like myself, may have had small broadcasting radio stations and hotels within their own localities imposed upon, if it's not a good time to inquire into this matter during the consideration of this bill."

Press Apes Radio

TAKING a cue from radio, many newspapers have started carrying advertising in connection with the daily weather report. Replies to a questionnaire sent 1,939 daily papers by Critchfield & Co., Chicago advertising agency, revealed that 567 have agreed to run 14 agate lines of such advertising; 667 papers have either refused to accept the offer or have qualified their acceptance to confine the forecast to either page two or three; while 705 have not been heard from. The list of those papers accepting advertising of this sort includes every state and comprises a combined circulation of 8,953,300.

Advertisers Check Coverage Claims

Cautiousness to all Mediums Seen at A. N. A. Session

Mr. Bristol

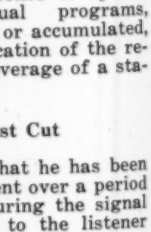
THAT NATIONAL advertisers are still eyeing radio with fact-finding microscopes, was evident from the character of the discussions concerning broadcasting at the annual convention of the Association of National Advertisers in Cincinnati May 20. Lee Bristol, A. N. A. president and vice-president in charge of advertising of the Bristol-Meyers Co., New York, a leading radio advertiser, reported that 145,000 calls on radio set owners will have been made by the end of this year in a cooperative analysis the association is conducting on behalf of both agencies and advertisers.

The advertisers, said Mr. Bristol, are scrutinizing agencies, circulation claims and coverage claims more closely this year than ever before — "not in an unfriendly spirit but helpfully, for they are spending our money, and we have little enough of it to spend without wasting it on carelessness."

Business-Like Attitude

"OUR STUDIES of radio, for instance," Mr. Bristol said, "do not mean either that we are antagonistic to it or that we particularly favor that medium. What we are trying to find out are the true facts, which are worth as much to the seller as to the buyer.

"I believe the day of the 'vanity' radio program is gone, if indeed, it ever existed. We need to know more about this medium."



Mr. Felix

Addressing the radio meeting, Edgar H. Felix, radio consultant of Ridgewood, N. J., stated that $100,000,000 will be spent nationally and locally during the next year for radio time and talent without any accurate criterion of the coverage offered by radio stations. He pointed out that tabulations of mail response to special offers or unusual programs, whether individual or accumulated, give no direct indication of the reliable or regular coverage of a station.

Survey Cost Cut

MR. FELIX said that he has been developing equipment over a period of years for measuring the signal strength delivered to the listener so that the coverage of stations can be scientifically measured as proof of what is offered the advertiser. Measurements of the signal delivered at receiving points has been prohibitively expensive in the past, being used only for engineering purposes and for testimony before the Radio Commision.

A Station Proves That Merchandising Pays

By J. LESLIE FOX
General Manager of KFH, Wichita

KFH Arranges Window Displays and Reports on Sales; Good Will, Advertising and More Business Result

Mr. Fox

IN THESE days of conservative spending of advertising dollars, when advertisers are rightfully demanding a full value in returns from their appropriations and when cool, level-headed counselers, the advertising agencies, are seeing to it that they receive them, it seems to me that broadcasting is given a magnificent opportunity to prove itself. Now is the time to make the most of our chances and to add to our efforts the *Quod Erant Demonstratum* which is the hall mark of final proof.

We in radio are so sure of results, we see so many of them, that we sometimes are at a loss to understand why we must prove the medium to others. However, on second thought we realize that our clients are not so close to broadcasting as we are and it is only natural that they should have some misgivings in making appropriations for what is to them an experiment.

During the past eighteen months, we, here at KFH, have developed a system of merchandising cooperation and a method of proving results as the campaign progresses that apparently has met with approval from the comments we receive from advertisers and agencies. The editors of BROADCASTING have been kind enough to ask for a story and in writing it, I am doing so with the hope that some other station manager may find a thought that will be of value.

GENERAL adoption of the methods of this station by broadcasters would in the opinion of this general manager "add the Q. E. D. to radio as a medium". It would unquestionably add considerably to the effectiveness of radio advertising as well as increase its volume. By contacting jobbers and dealers and keeping check on sales of the product advertised, KFH has taken the doubt out of its sales argument. Instead of being just an expensive service which a broadcaster provides a sponsor, merchandising more than pays for itself, this writer asserts, in publicity for the station and in actual new accounts.

Reasons for Merchandising

BROADCAST merchandising, as I see it, is made necessary because of two conditions: First, the advertiser buys time on our station because he wants to sell more of his product in our territory; he wants new dealers and jobbers and he wants to more firmly cement his relations with his old outlets. Second, we, as his publicity representatives, owe him our very best cooperation in making his campaign an outstanding success along the above lines.

Every good station manager has this same feeling and, I am sure, delights in showing results for himself and his station.

Merchandising in itself is not new. Newspapers have offered it for years and have been able to make themselves of far greater value to their clients. It seems that in adapting the plan to radio we have gone a little beyond other stations and in doing so have been able to increase our value to our clients with surprisingly beneficial results to every one concerned including ourselves. More about our own benefit later.

Now to get to the meat of this merchandising thing as we practise it. First, let me say that obviously our merchandising department can cooperate only in a direct ratio with the size and type of the order.

The First Steps

OUR FIRST MOVE on receiving an order for a series of spot programs is to make a market and distribution survey. We contact a representative group of dealers and jobbers and learn all we can about the product, its distribution, what the trade thinks of it, how it is moving and what its competitors are doing. When this is done, we know just about what effort will be required to bring desired results. We also have a starting point from which we may compute future reports and results.

Next we prepare a letter to the trade which goes out, usually about ten days in advance of the opening program. These letters go to each dealer in Wichita and to all jobbers. We have found that such letters perform wonders in securing dealer and jobber cooperation for a product.

Window displays are arranged for, to be placed during the opening week of the campaign. It is our policy to place one window for each 15-minute program purchased on a spot contract. These windows contain, in addition to a display of the product, a card calling attention to the radio program starting over our station.

Regular Reports

AFTER the campaign is under way, we make a monthly report to the advertiser and agency showing just what the product is doing in sales. Arrangements have been made with a representative group of dealers in all lines, located in different sections of the city so that we may have an accurate cross-section and from the information gained from these dealers we are enabled to present a true picture of results. These reports are always sent just as we receive them. If results are not what they should be, our report says so; and many times upon suggestions from dealers or ourselves it is possible to make a slight change in a program that will make it more productive in our territory. From our jobbers we get figures concerning sales in the outside territory.

It is our intention always to take advantage of every opportunity to stimulate a feeling of good will on the part of dealers and jobbers toward the products we are carrying and also to keep the advertiser informed each month as to results.

I expect that those of you who are broadcasters and have read this far are wondering how we can afford all of this extra service. At the expense of disillusioning some of my friends in the agencies, who think I am just a big hearted Kansas boy, I will turn up my whole card.

Benefits to Station

FIRST: I have found that the letters we send to the various dealers and jobbers are a constant reminder of KFH. They give the impression that we are a live organization which is working with them in order that they may increase their sales. If KFH is a good medium for all of these manufacturers, it is also a good medium for them.

Second: The attractive KFH card which we place in each of our windows is institutional advertising of the finest sort. No amount of money could buy a billboard in the location of these windows and the expense of putting in a window is only a trifle as compared to the expense of renting billboards in any location.

Third: Through the acquaintanceship gained in our monthly contacts with merchants and jobbers, we have built up a friendly relationship that has produced a most excellent local business. We have developed these contacts into sales that far more than pay the expense of our merchandising department.

Add to the above the fact that we have done a good job for our client and that he appreciates our assistance to the extent that we will, in all probability, get a renewal order. Add also the fact that the advertising agency is keenly appreciative of such efforts and will use the station employing them whenever possible and you have a still further reason for merchandising.

Dealers Cooperate

NOW FOR a little summarizing. We find that dealers are more than anxious to tie up with a radio campaign. It is a common occurence for dealers to call us to ask for a window of some advertised product. They will keep radio advertised products out in front where they can be seen. If by any chance

Dealer's Window Display Tie-in With Account on KFH

Merchandise Survey Report

Advertiser Continental Milling Co
Address Omaha, Nebraska
(Breakfast Food)

Account Executive J.S.Watson,
Agency Batten, Rogers & Lord.
Address Chicago,Ill.

Date April 18th, 1932

For Month of March, 1932

Store	Increase	No Change	Decrease	Remarks
Drive-In-Market	15%			Sales very satisfactory
Paulins Market		*		About the same ,good.
Wornock & Butler		*		About the same, very good
Buechel Market	10%			
White House Market	10%			Very good
City Market		*		About the same,good.
Air Capitol Market		*		About the same, fair.
Cmury Market		*		About the same,fair.
Allens Market		*		About the same, fair.
College Hill Grocery		*		About the same, good.
Chamberlin's Market	25%			Very good.

Merchandising Service Record

Month	Letters to Trade Retail	Letters to Trade Jobber	Window Displays	Counter Displays	Surveys	Remarks
Nov.1931	475	25	13		1	Reports of local retailers indicate an increase for
Dec.					1	March of approximately 7 ½ %. Dealers and
Jan. 1932					1	jobbers are cooperating nicely in keeping product
Feb.			13		1	on display and pushing where ever possible.
Mar.					1	
April					1	

Recapitulation
Net Gain or Loss for March - Approx 7 ½ %
Net Gain to Date 28 ½ %

Radio Station KFH Company
WICHITA, KANSAS
Merchandising Dept.

Type of Merchandising Report Form Used by KFH

they are moved back, we remind them of the necessity of keeping them displayed and our suggestions are followed.

I am thoroughly sold on the value of merchandising and am convinced that when enough stations have adopted it to make unnecessary all of this ballyhoo for mail and the contests and what have you, when an advertiser can cut out of his continuity all of the pleading for response and the time so used can be devoted to entertainment, when stations will be judged by the actual business they produce, when an advertiser can reach for an order instead of a letter, then and then only will radio advertising attain the utmost effectiveness. Then, God speed the day when the knockers who decry the present system of commercial broadcasting will be forced to find another issue than radio.

In closing, may I say that my own experience has proved to my own satisfaction the value of radio merchandising. If any station manager who may read this establishes a merchandising department, conducts it along sane methods and does not let it run away with him as many newspapers did, I think he will find it an excellent and most productive move. His success for his clients and himself will make him feel that he has proved the value of the medium to everyone concerned.

Am I right or wrong in concluding this with Q. E. D.?

St. Louis Will be Host Of NAB in November

ST. LOUIS was selected as the place for the 1932 annual convention of the NAB by the board of directors meeting in Chicago May 23 coincident with the annual trade show and convention of the RMA. The sessions will be held Nov. 14, 15 and 16. Philip G. Loucks, managing director, has begun arranging the program.

The board also approved the installation of 45 new members who have joined the association since the last meeting was held. Paul W. Morency, vice president of the NAB and chairman of its copyright committee, addressed the RMA May 24, substituting for Harry K. Shaw, president.

A RECORDING of the lusty crow of a cock is used by the high power station at Prague, Czechoslovakia, as its signing on signal every morning at 6 o'clock.

NBC Cuts Staff

A TOTAL of 195 employees of NBC, 75 of whom are in New York headquarters and the others chiefly in Chicago and San Francisco, were given notices of dismissal during the week of May 16 as a measure of economy during the summer. The majority of those dismissed are clerical help. CBS late in April served notices on nearly 100 employees, some of whom will probably be reinstated in the fall.

Radio Gets Share

FIVE PER CENT of the $1,000,000 advertising appropriation for 1932 of the Greyhound Lines of Cleveland, will be invested in radio. Newspapers will receive the bulk of the amount, the remainder going to magazines, window displays and miscellaneous items. Beaumont & Hohman, Inc., handle the bus company's account.

Skyscraper Television

QUIETLY and unobtrusively, engineers of the RCA Victor Co., in collaboration with NBC technicians, have been working atop the Empire State Building, the new 1,250 foot office building in New York with new television transmitting apparatus designed to broadcast visual images on the ultra-high frequencies. Preserving the utmost secrecy about the experiments, they will only say that the tests are intended to determine transmission and reception characteristics in a densely populated area on the line-of-sight channels.

The secrecy, it is understood, is maintained in order to preclude any false impressions that RCA is ready to "spring" its long-awaited cathode ray television on a commercial basis. Only the laboratories, test cars and homes of engineers and executives have been equipped with the receiving apparatus.

The first tests are being conducted with mechanical scanning of a 120-line picture, 24 frames per second, which later may be increased to 180 and possibly 240 lines, and eventually will be adapted to cathode ray. The transmitting equipment is on the top floor of the building and later the studio will be in Radio City. Results are expected within a 15 to 25 mile radius, or within sight of the horizon, using 2,500 watts on 4 meters and on shorter waves. A shielded transmission line carries the short wave impulses 300 feet aloft to the antenna, which is at the highest point in the metropolitan area.

Network Controls Plant Moves Into New Offices

THE GENERAL and division offices of the long lines department of A. T. & T. Co., where all New York radio network connections are controlled, has completed its moving from scattered downtown offices to the newly-finished headquarters at 32 Sixth Avenue, New York. This plant is said to be the largest long distance center in the world.

Two new buildings were erected and merged with the original structure, which also was raised from 24 to 28 stories. Besides being the principal nerve center for the networks, the building is the crossroads of all main trunk lines of the Bell System in the northeast.

170 Stations Broadcast Insurance Firm's Disks For Share of Premium

UNION MUTUAL LIFE Company of Iowa, Des Moines, reports that 170 stations are now carrying its 5-minute transcription series on a run-of-schedule basis under contracts which guarantee the station one-third of the premiums paid by policyholders secured through inquiries in response to broadcasts, which are followed up with an intensive mail-selling campaign.

Aside from the premium-sharing arrangement, the insurance company also offers weekly prize awards totalling $480, the prizes ranging from $125 to $10 and awarded in various power classes to the stations demonstrating the best "pulling power" as determined by audience response.

The program is a Brunswick recording, musical numbers interspersing lectures on life insurance Sixty-two programs have been recorded, of which 57 are in current use. Station managers are provided with a complete library of the programs and may broadcast them as often as desired and not less frequently than twice weekly.

RCA Television System Shown to Manufacturers

THE RCA experimental television system, employing cathode ray scanning, on May 16 was demonstrated for the first time to representatives of about 50 radio set and tube manufacturers licensed to use RCA patents. Approximately 100 executives and engineers representing these companies attended the demonstration in New York.

"Although continued progress has been made with television," said an announcement by RCA, "this development is still in the laboratory stage. The demonstration was held for the purpose of showing RCA licensees the present status of research and development being carried on by the RCA and its subsidiary companies in this field.

"Radio engineers stated that television can best be brought into practical application on its own band of ultra short waves, thereby providing ultimately a service additional to the established service of sound broadcasting. Much work remains to be done toward the improvement of receiving equipment and the creation of transmission facilities for practical television broadcasting."

Trust Trial Oct. 19

TRIAL of the government's anti-trust suit against RCA and a dozen associated and affiliated companies, including NBC, will be started in the Federal District Court at Wilmington, Del., Oct. 19. This date was fixed by Judge John P. Neilds on application of Warren Olney, Jr., special assistant to the Attorney General, who has handled the litigation from its inception. The suit, amended several months ago, alleges monopoly in radio set and tube manufacture and broadcasting and seeks to have dissolved the alleged intercorporate relationships between the companies.

Commercial Value of Education Programs

By SAM PICKARD

Vice President in Charge of Station Relations, CBS

Stations Gain Prestige and Good Will From Broadcasts; New Fields for Special Advertisers Uncovered

Mr. Pickard

AN ANALYSIS of the American School of the Air audiences, as revealed in fan mail, portrays interesting possibilities of developing educational broadcasts for commercial purposes and for the purpose of gaining favor for individual stations. These programs have a considerable following among adults, particularly foreign-born, and are tuned in by housewives, business executives, old people and shut-ins as well as by a tremendous school audience. Educational broadcasts also offer station managers an opportunity to contact the cultural classes of his community, Mr. Pickard asserts.

WHILE PUBLIC interest continues to be widely focused on the question of radio's part in education, it is timely to seek an appraisal of educational broadcasts from a commercial viewpoint with special reference to their value to station managers.

For the purposes of this inquiry, the programs of the American School of the Air, offered by CBS to stations of its network, will be taken as a basis. This educational series, now in its third year, is the only comprehensive, correlated educational series presented over the air on a coast to coast network. The broadcasts are a daily feature from 2:30 to 3:00 p.m., EST, five times a week during the school year, and have been carried by 78 stations of the network to reach an estimated potential school audience of 8,000,000 children.

During the season just concluded 97 programs were presented, of which 20 were history dramatizations, 20 geography and music programs, 14 literary periods, 20 primary and intermediate music programs, 9 elementary science talks and 18 vocational guidance and current event broadcasts.

Prominent Persons Heard

THESE PROGRAMS have brought before the microphone, and thus direct to children in radio equipped schools, men and women prominent in every field of public life. Among these may be noted: the Secretary of Agriculture, Arthur M. Hyde; the Assistant Secretary of Navy, Ernest Lee Jancke; the Commissioner of Education, William J. Cooper; the Commissioner of Fisheries, Henry O'Malley; the Assistant Secretary of Commerce, Julius Klein; Sumner Blossom, editor of the AMERICAN MAGAZINE; Edwin Markham, dean of American poets, and Edmund Vance Cook; Lorado Taft, eminent sculptor, and Fannie Hurst, novelist.

In the musical field, the American School of the Air has made available the world's greatest symphonic music to class rooms; and this year, for the first time in radio history, it brought musical programs designed especially for class room reception direct from foreign countries to American school children.

In seeking to estimate the value of such an educational series to station managers, three main lines of inquiry will be followed: (1) to increase station audiences, (2) to attract advertisers and (3) to promote community good will.

Analyzing Fan Mail

LET US first see what special groups educational broadcasts have added to station audiences. An analysis of the fan mail received by the American School of the Air shows the following:

An educational group consisting of: (a) school children in radio equipped schools, public and private, city and rural (this number has been placed at 8,000,000); (b) superintendents, principals and school teachers in kindergartens, grade and high schools and colleges (over 90,000 teachers' manuals and class room guides have been sent out in response to requests from this group); (c) art students and art leagues; (d) librarians; (e) study committees of women's clubs.

More than one-third of the fan mail comes from adults entirely outside educational circles. These adult listeners fall in several clearly defined classes:

(1) Housewives who listen in at home and often relay lessons to children in non-radio schools or who study to "keep up" with them.

(2) Business executives—principally for insurance companies, manufacturing concerns, banks, etc.; professional men, chiefly dentists and doctors.

(3) Old people—inmates of institutions, homes and grandparents at home.

(4) The shut-ins—the blind, crippled, inmates of hospitals and institutions.

(5) Foreign born — grown-ups often deprived of educational advantages in the old countries who now go to school here.

A Growing Audience

THIS LAST class has been greatly increased since the inauguration of the "transoceanic lessons," an outstanding feature of the school's 1931-32 curriculum as nearly 33 1/3 per cent of this nation's citizens is foreign born or of foreign born parentage. The foreign language press in this country has given these programs wide notice and their continuance can undoubtedly attract a vast new audience for the network.

Having determined with a fair degree of accuracy which special classes listen in to educational broadcasts, let us consider their possible value to advertisers. The tremendous potential buying power in the so-called educational group hardly needs comment. It is sufficient to suggest the importance of time, either immediately before or following these broadcasts, to advertisers of school equipment and supplies to tourist and travel bureaus offering summer tours and excursions and in general to those same groups whose advertisements have long been a chief source of support to leading educational journals.

For those who listen in at home, the school programs come at hours which find home makers at home—this is particularly true of the Pacific and Mountain time regions, where the broadcasts are heard at 11:30 a.m. and 12:30 p.m. and thus provide an audience comprising the chief purchasers of household goods of all kinds, children's wearing apparel, breakfast foods, etc.

Spurs Radio Sales

THE PURCHASE of radios by schools has undoubtedly been due largely to the availability of educational broadcasts. The board of education in Providence, R. I., equipped 300 schools with radio at an expense of $16,000 because of the value of the School of the Air lessons. In Tampa, Fla., the CBS station, WDAE, recently provided all grade schools with radios at its expense to permit reception of the broadcasts. In other cities where school funds were lacking, Parent-Teacher Associations and frequently private citizens have donated sets to the schools so that they might profit by the CBS program.

It is probable that not more than 15 or 20 per cent of the total public schools of the country—estimated at between 300,000 and 400,000—are as yet radio equipped. Certain radio manufacturers, appreciating the importance of this school field, now specialize in complete centralized radio equipment for schools. This, in addition to permitting reception of broadcasts, also is used for inter-classroom communications.

Central control in the principal's office makes possible the direction of broadcasts to all rooms, any one room or any group; a microphone on his desk permits direct communication for announcements to all rooms. Music for assemblies, gymnasium or chapel, provided by a school phonograph, may be relayed and amplified over the radio system. The perfecting of these centralized systems for schools will undoubtedly do much towards hastening radio in schools.

Development of community good will for stations grows daily more

(*Continued on page 24*)

PUPILS of Lincoln School, Bedford, Ind., listening to an American School of the Air program

Rigid Rule on Transcriptions Revived by Radio Commission

New Order Clearly Separates Electrical Disks From Phonograph Records; Effective June 1

AMENDMENT of the rule governing the announcement and use of mechanical reproductions in a way that leaves no doubt as to the difference between phonograph records and electrical transcriptions made exclusively for broadcast purposes, was ordered by the Radio Commission May 17 to become effective June 1. The amended provision is for a virtual return to the rigid terms of the regulation as it existed prior to the issuance of the new rules and regulations, which became effective Feb. 1 and which relaxed the provisions governing recorded programs.

Failure of some broadcasters to differentiate clearly between phonograph records, available at the corner music store, and transcriptions made exclusively for broadcast purposes, in part, motivated the action. The Commission also has received numerous complaints about the marketing of inferior recordings to stations under the guise of electrical transcriptions made exclusively for broadcasting.

15-Minute Announcements

IN A NEW paragraph to the amended order, the Commission specified that a transcription program made exclusively for broadcast purposes shall be announced at the commencement of each program and in no event less than every 15 minutes, regardless whether the program is recorded on a single 15-minute disk or on three 5-minute disks. In the existing order there was no specific phraseology definitely reciting the frequency with which transcription identification announcements should be made.

The Commission found it necessary to interpret this phase because of differences of opinion which had developed regarding the former regulation. A station broadcasting a program impressed on three 5-minute records for reproduction on 78 r.p.m. turntables was informed by the radio authorities that it would have to announce each record separately. The Commission was informed by transcription companies that in their opinion a transcription program, continuous and uninterrupted, qualifies as a 15-minute program whether or not the transcription happens to be made on one or more records. They contended also that the manufacturing units are a matter of production convenience and do not affect the sequence of the program.

Phraseology Not Specified

THUS THE Commission recognizes no difference between 33 1/3 r.p.m. records and 78 r.p.m. records when they are made exclusively for broadcast purposes. It apparently was convinced that to require separate announcements before each record making up a continuous 15-minute program impressed on 78 r.p.m. records would be damaging both to radio stations and to the transcription interests which produce such recordings.

The Commission, in the amended regulation, still leaves optional the exact phraseology to be used in describing a recorded program, provided it is clear and in terms commonly used and understood. Aside from the new paragraph covering frequency of transcription identification announcements, only two changes are made in the existing order. One is the elimination of the words "just before it is broadcast" in the opening sentence of the rule, which now reads: "A mechanical reproduction shall be announced as such except when its use is merely incidental, as for identification or background."

Whereas the old regulation cited as examples of announcements sufficient to cover recorded programs the phrases, "This is a mechanical reproduction" and "This is a player-piano record," the new order substitutes the term "This is a phonograph record" for the first example. By so doing the Commission feels that there can be no doubt as to the announcement covering phonograph records.

Text of New Order

THE NEW ORDER follows in full text:

It is ordered:

That Paragraph 176 of the Rules and Regulations of the Federal Radio Commission be, and the same is hereby amended to read as follows:

"A mechanical reproduction shall be announced as such except when its use is merely incidental, as for identification or background. The exact form of announcement is not prescribed but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:

a. "This is a phonograph record."
b. "This is a player-piano record."

In all cases where electrical transcriptions made exclusively for broadcast purposes are so constructed as to record a single continuous program upon more than one mechanical reproduction, rather than a recordation of the entire program upon a single mechanical reproduction, the announcement required hereby shall be made at the commencement of each such program and in no event less than every fifteen minutes. All other announcements required hereby shall immediately precede the use of each separate mechanical reproduction.

This order shall be effective the 1st day of June, 1932.

The old rule read as follows:

Rule 176. A mechanical reproduction shall be announced as such just before it is broadcast, except when its use is merely incidental, as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:

a. "This is a mechanical reproduction."
b. "This is a player-piano record."

Dozen Leaders

THE TWELVE most popular radio programs, as determined by a survey conducted by VARIETY, Broadway theatrical weekly, were published in the May 17 issue in the following order: Amos 'n' Andy (Pepsodent); Ziegfeld Follies (Chrysler); Burns and Allen-Guy Lombardo (Robert Burns); Walter Winchell and bands (Lucky Strike); Harry Richman-Dave Rubinoff (Chase & Sanborn coffee); Ben Bernie (Blue Ribbon Malt); Kate Smith (La Palina); Morton Downey, Tony Wons and Jacques Renard (Camel cigarettes); Rudy Vallee-Irene Bordoni (Fleischmann Yeast); Nat Shilkret, Alexander Gray, Boswell Sisters and Ruth Etting (Chesterfield cigarettes); Myrt and Marge (Wrigley); Tony Wons (sustaining.

Judge Robinson Makes Debut as WORC Counsel Seeking N. Y. Facilities

Judge Robinson

APPEARING as counsel in his first case since resigning from the Federal Radio Commission, Judge Ira E. Robinson represented WORC, Worcester, at a hearing before Examiner Hyde May 23-25, at which the Massachusetts station, seeking a power increase to 250 watts and a frequency shift to 1,350 kc., applied for the facilities of WMSG, WBNX and WCDA, New York, and WAWZ, Zarapath, N. J., on the ground that Massachusetts is underquota and New York overquota. Judge Robinson was associated with William Leahy as counsel, and Paul D. P. Spearman represented the New York group.

Testimony developed that the three New York stations are operated by the New York Metropolitan Broadcasting Corp., of which Walter Whetstone is president, and that this corporation is owner of 100 per cent of the stock of WMSG and WBNX and 51 per cent of WCDA. In turn, the New York Metropolitan Broadcasting Corporation is wholly owned by Radio Productions Corp., of which Mr. Whetstone also is president. Radio Productions Corp., in addition, owns 28 per cent of WCDA, although the Italian Educational Broadcasting Co. is the licensee.

A book value of $80,000 is represented in the three stations, it was brought out. Mr. Whetstone, who testified his concern is "interested in the chain idea," is president of the Pan American Broadcasting System, reported to be launching a new "transcription network," and with which Paul Greene, formerly chief engineer of CBS, is now identified. Mr. Greene has approached various stations recently with proposals to join the network.

Court Grants Stay In New York Case

WNYC Blocks WPCH Grant; WBCM Appeal Denied

A STAY ORDER restraining the Radio Commission from making effective its decision ordering WPCH and WNYC, New York, to exchange assignments to afford the interests controlling the former station and WMCA, New York, full time on the 570 kc. regional channel, was granted by the Court of Appeals of the District of Columbia May 24 on petition of the City of New York, operating WNYC. The stay order is effective until the court decides the appeal filed by WNYC filed simultaneously with the petition for stay order.

The Commission's decision in favor of WPCH formally was rendered May 6, and, under its rules, the change would have become effective in 20 days. In the appeal and petition, Edward P. Joyce, counsel for WNYC, alleged the Commission had decided the case erroneously and that the action would result in a loss to the people of New York of the program service of the station.

Opposing the stay order, Littlepage, Littlepage & Spearman, counsel for WPCH and WMCA, asked the Court May 25 to reconsider its action granting the order. They contended that no notice whatever was given to the stations, although the notice of appeal of WNYC and the application for stay showed that WMCA and WPCH would be "adversely affected" by the granting of the stay order. It was contended further that the Court granted the stay order before the time to oppose it had expired. Arguing that the application for relief of WNYC was entirely misleading," counsel said the effect of the change was to give WNYC even more time than it now has, since it would acquire full daytime operation on the present WPCH assignment on 810 kc. Since WMCA and WPCH are owned by the same interests—Knickerbocker Broadcasting Co.—they would be afforded full time on the wave. For WNYC to change frequencies, the court was informed, would entail an expenditure of but $240.

The Court of Appeals, on May 16 affirmed the Commission's decision denying WBCM, Bay City, Mich., operated by James E. Davidson, authority to change frequency from 1410 to 940 kc. on the ground that objectionable interference would result. The court brought out that the application was regularly designated for hearing with special reference to whether the proposed change of frequency would result to other stations on 940 kc. or adjacent frequency. It said that stations WHA, Madison; WFIW, Hopkinsville; WCSH, Portland, Me., and WWJ, Detroit, contest the application on the ground of serious interference.

The court is momentarily expected to render its decisions in the appeals of WIBO and WPCC, of Chicago, ordered deleted to make way for WJKS, Gary, Ind., and of KGEF, Los Angeles, Calif., deleted by the Commission because of the broadcasts of Rev. Robert P. Shuler, pastor of Trinity Methodist Church, South, the licensee.

NBC's Synchronization Tests Ordered Ended by Commission

WBAL and WTIC Must Return to Shared Channel Operation After June 15

DISCONTINUANCE of the NBC synchronization experiments during regular program hours, conducted since March, 1931, was ordered May 27 by the Radio Commission, effective June 15. Under the decision WTIC, Hartford, and WBAL, Baltimore, which have been operating full-time through their alternate-day synchronization with WEAF and WJZ, New York, keys of NBC, are ordered back to time-sharing on their 1060 kc. clear channel.

The Commission, with Lafount dissenting and Brown not participating, held that synchronization experiments could be conducted to greater advantage on regional waves with lower power stations, with flexible, experimental installations—thus sustaining the view expressed at the recent hearing on the case by Andrew D. Ring, Commission broadcast engineer. It held also that interference has resulted and that from the evidence there is no reasonable assurance that the experiments if continued could be brought to a successful conclusion. NBC claimed that approximately $100,000 has been expended in the experiments.

Basis for Action

THE GROUNDS for decision are as follows:

"1. The synchronization experiments conducted by the stations involved in this proceeding have resulted in the impairment and reduction of a substantial portion of the good broadcast service otherwise received in several densely populated areas, and particularly in the city of New Haven and surrounding territory in which the service rendered by WEAF when operating separately is the best received.

"2. The contention advanced by applicants that the proposed use of certain new equipment and changes in methods of transmission and reception would result in substantial improvement in reception throughout the areas now suffering interference from synchronous operation is not sustained by substantial evidence in this case. It appears from the record, on the other hand, that serious and objectionable interference will still exist even though the proposed equipment were to function perfectly, since the solution of several of the causes for the interference arising from the synchronous operation of these stations has neither been found nor contemplated.

Still Experimental

"3. SYNCHRONOUS operation of broadcast stations is in a preliminary stage, and it appears from this record that experiments seeking its successful conclusion could be conducted with advantage over lower powered stations with more flexible installations and so located as to result in a minimum of inconvenience to radio listeners. The stations involved in the present experiments, namely, WTIC-WEAF and WBAL-WJZ, are regularly licensed to operate on clear channel assignments serving extensive and populous areas, and it does not appear that the ultimate achievement of successful synchronization depends upon the use of such stations for the conduct of experiments in the field.

"4. Public interest, convenience and or necessity would not be served by the granting of either of these applications."

Full Time for WCFL

FULL TIME on the 970 kc. frequency, which otherwise is the clear channel assigned to KJR, Seattle, was granted WCFL, of the Chicago Federation of Labor, May 27 by the Radio Commission. The station also was given a power boost from 1½ kw. to 5 kw. The full-time grant is labelled "experimental" by the Commission. WCFL for some months has been operating on the 970 kc. channel until sunset on the Pacific coast.

CKOK on the Air

CALL LETTERS of the new broadcasting station due to go into operation at Windsor, Ont., across the Detroit River from Detroit, June 1, will be CKOK, instead of CKWO, as originally planned.

Disk Auditions

AUDITIONS via the disk recording, rather than in the flesh, are coming into favor as a means of conserving time and money. A number of radio artists has contrived the ingenious scheme of making recordings and submitting them to network or station executives on the theory that a recording will be played and that if the artist has any merit he will be called in for regular audition. NBC, it is reported, engaged Le Trio Charmante via the transcription process, and the program began in May over WEAF. The engagement was made by John Royal, NBC vice-president for programs, after he had heard the trio's recorded performance.

WLBG in New Hands

LOCAL INTERESTS have purchased complete control of WLBG, Petersburg, Va., from Dr. R. A. Gamble, of Norfolk, and took possession on May 25. Charles H. Goodman, president, and William B. Beach, vice-president, of the company are well known in the Virginia tobacco trade. It was announced that new equipment and new studios will be installed at once. The personnel of the station will include Nelson T. Stephens, manager; Edward F. Schwartz, engineer in charge; William Davis, chief operator, and Reddick Hargraves, commercial manager.

Sheet Music Sales Good

Business of Broadway Dealers Belies Song-Writers' Howl Against the Inroads of Broadcasting

Reprinted from THE NEW YORK TIMES

THE CONTENTION of certain members of the song-writing fraternity that radio broadcasting has seriously affected the sales of sheet music and thus cut into their incomes is not altogether borne out by the testimony of store owners specializing in that commodity. There are a number of these small stores along Broadway and on other busy thoroughfares which do day after day a "land office" business.

"No falling off in the sale of sheet music that I can see," the proprietor of one of them remarked recently, climbing a ladder to reach a piece on a rack near the roof. "Of course, we sell records and various instruments, but the sheet music is our best item. Here's a dandy new item, for instance—the music publishers are always getting out something new."

The storekeeper had in his hand a music album containing "forty famous blues." "It's just what the people wanted," he said. "They've been coming in here asking for books of the 'blues' for the longest time. The trouble with these song writers is a lot of them never write a real hit. But there are more hits—as they would be reckoned by sales volume—today than there ever were. Where there used to be one real hit song at a time—you know, something that got into the messenger-boy whistling class—now there are three or four."

Sales Clerks Busy

THIS MUSIC man can get you practically any number ever written, to order, within a day or so, if he has not got it in stock. All one side of his small shop is taken up with a series of racks in which are stacked popular-song pieces. And two or three sales people are busy all the time filling customers' requests for numbers. Crowds of musically inclined loafers gather outside, disperse and gather again, almost all day long when the weather is fine, listening to the phonographic strains of the latest hits which issue from a loud-speaker above the door.

Pretending to gaze wistfully at the collection of jews-harps and harmonicas in the windows, the youths are actually there to cull a protracted earful of the lively dit-

(*Continued on page 26*)

Government Radio Plan for Canada Passed by House

Nationalization Bill Gets Third Reading May 25

CANADA'S projected scheme for nationalizing its broadcasting system was practically given the force of law May 25 when the House of Commons enacted Premier Bennett's bill creating a Canadian radio commission empowered to establish, operate and regulate the system proposed in the recent report of the special Parliamentary committee on radio.

The third reading of the bill, like the first and second, met little opposition, according to reports from Ottawa, and under Canadian Parliamentary procedure it was tantamount to passage. The bill's ratification by the Senate is considered a matter of routine.

Details of the bill as finally enacted were not obtainable here as BROADCASTING went to press, beyond the fact that it provides for a Radio Commission of three, the chairman to be paid $10,000 and the other two $8,000 each annually.

There is a strong undercurrent of opposition to public ownership of Canadian radio, but reports of concerted action against it are lacking here. The belief has been expressed that the Bennett government, by failing to provide a budget for the establishment of the proposed system (described in the May 15 issue of BROADCASTING) and by failing to appropriate for compensation to present owners of stations beyond stating that revenues are to be derived from the $2 tax on radio sets and advertising limited to 5 per cent of the program content, cannot possibly see the project through. At any rate, the argument is that it will take fully five to ten years—and more money than appears in sight—to accomplish it.

NAB Takes Up Agreement

THE CANADIAN agreement was subject of considerable discussion at the NAB meeting in Chicago May 23, and, while sentiment was freely expressed that a similar agreement with Mexico or any other country by the State Department without the knowledge of the broadcasters might be inimical to existing radio interests, it was decided later to defer formal stand on the matter until the Radio Commission, which sponsored the Canadian wave agreement, was consulted.

The NAB adopted a resolution proposing that the American delegation to the International Radiotelegraph Conference at Madrid next September should take a stand favoring the allocation of long waves now used by European broadcasters for American broadcasting services. The text of the resolution follows:

Re Long Waves

RESOLVED, that it is the sense of the Board of Directors of the National Association of Broadcasters that the best interests of the listening public

(*Continued on page 26*)

XUM

Broadcasting Proves Dollar Value

Strawbridge & Clothier Finds That Business Expands As Station Builds Good Will for Store

By EDNYFED LEWIS
Director, WFI, Philadelphia

Dr. Tily

AS AN INDIRECT merchandising medium radio broadcasting has more than proved its dollar value for Strawbridge & Clothier, Philadelphia, one of the leading department stores in America.

When WFI was formally opened in March, 1922, broadcasting stations were few and widely scattered. There was no thought of direct advertising at that time, but only the natural expectation of fostering such good will as might result therefrom. The judgment of those who pioneered the station has been more than vindicated.

The merchandising tie-up with the store over WFI has been one of gradual and natural development. Thousands of customers have been and are being introduced to the store through the good will created by the station in a way that is unique and differs radically from the conventional mode of attracting business through direct advertising appeals.

That tie-up is between certain program features which have gained widespread popularity and the performance of this talent "in the flesh" before customer-audiences in the theatre housed in the store itself. The Strawbridge & Clothier Chorus, organized 27 years ago, is the outstanding feature.

Led by Store Head

THE CHORUS was organized by Herbert J. Tily, now president and general manager of the store, who while steadily rising to his present eminence in the mercantile world always found his chief relaxation from business cares in music. Dr. Tily has said that "the merchant who is not civic-minded is blindly self-centered—he can prosper only as his community prospers." He personally directs the chorus and is a composer of note. The success of the chorus has furnished the inspiration for organizers of similar groups in business and industrial institutions in all parts of the country.

Mr. Lewis

The pulling power of radio was amply demonstrated only last Christmas. Among the most popular of the chorus performances have been the morning concerts in the store during the ten days prior to Christmas for more than a quarter of a century. Started primarily as an inspirational opening of the day for the store family, they developed quickly into widely appreciated public events. Many thousands of early morning shoppers attended these performances during the last holiday season.

With the advent of radio, Dr. Tily regarded it as the ideal cultural background, fulfilling his desire to carry music to the masses and multiplying by thousands the number of the chorus' auditors through the use of the radio. Here was the progressive merchant's opportunity. The community spirit which in large measure prompted Strawbridge & Clothier to install its first broadcasting equipment in the very early days of the radio contemplated public-spirited activities in the fields of athletics, education, and general entertainment as well as in that of music.

In the years that have elapsed since WFI was established, Strawbridge & Clothier has shown healthy development, and we believe we can honestly say that radio does sell goods through the building up of good will by indirect merchandising tie-ins.

Madrid Delegates Named By Amateur Association

AMATEUR radio will be represented at the International Radiotelegraph Conference at Madrid, beginning Sept. 3, by three delegates who were appointed at the annual meeting of the board of the American Radio Relay League in Hartford May 14. The delegates are K. B. Warner, secretary of the A. R. R. L.; Paul M. Segal, of Washington, general counsel, and, subject to his acceptance, Clair Foster, of Carmel, Cal., Pacific division director.

These delegates will be charged with protecting the interests of the "hams" at the international parley of radio-using nations on the allocation of services in the spectrum.

The A. R. R. L. reelected Hiram Percy Maxim, noted inventor and organizer of the League in 1914, as president for his nineteenth term. Charles H. Stewart, of St. David's, Pa., was reelected vice-president.

10 kw. in Canada

POWER of CFRB, Toronto, operated by the Rogers Majestic Corp., has been increased to 10,000 watts on 690 kc. The same power will be used by CKOK, new station at Windsor, Ont., across the river from Detroit, which will operate on 540 kc., serving Detroit as well as adjacent Michigan and Canadian territory. With studios in both Detroit and Windsor, the station, operated by Essex Broadcasters, Ltd., goes into operation June 1. Like the Toronto station, the Windsor station will also serve as a CBS outlet.

Radio for Bermuda

BERMUDA is contemplating installation of a broadcasting station designed primarily to advertise the charms of the island to Americans along the Atlantic seaboard who presumably would be within range. Expense is a complicating factor, along with necessity for a clear channel to accommodate a station of sufficient power to reach the mainland. Thought also is being given to short wave relay of programs from Bermuda to New York for distribution over a network.

New Technique Sought for Radio Drama by CBS

CBS WILL make an effort this summer to create new standards for radio drama and to evolve a new production technique. About 15 half-hour periods, under the supervision of Don Clark, continuity director, will be given over to outside contributors of original manuscripts. The programs will be heard weekly beginning Sunday, June 12, at 8:30 p. m., EDST.

The engineering side of dramatic broadcasting will be given extensive attention as well as the sound effects and casting problems. All types of dramatizations will be included.

"We have reached the saturation point with present-day radio drama," Mr. Clark said, in announcing the series, "We must and will evolve a new technique—a technique that will serve as the standard in the future; the standard by which we may gauge all radio productions."

State is Held Powerless To Prevent Interference

THE ALABAMA Public Service Commission has no authority to require public utilities to remove transmission lines adjacent to stores and residences in order to eliminate radio interference, according to an opinion rendered April 5 by Attorney General Thomas E. Knight, Jr. The opinion was given in response to an inquiry from the commission, which had received several complaints against such interference.

Lucky Strike Changes

LUCKY STRIKE will inaugurate a new series over the NBC-WEAF network about June 15, to be heard for one hour Tuesday, Thursday and Saturday at 10 p. m., EDST. It will feature Walter Winchell, who will shortly return from the Pacific Coast where he has been recuperating from an illness; Bert Lahr, Broadway comedian, and Walter O'Keefe, night club and musical comedy star, as master of ceremonies. Leading orchestras will continue to be brought before the microphone, and a new feature consisting of dramatizations of criminal cases from the files of the New York Police Department will be offered in each presentation.

Line Tax Measure Defeat Foreseen

License Fee Scale Provision Also Seen Likely to Fail

By LYNN M. LAMM

LEGISLATION designed to raise Federal revenue from broadcasting and other radio interests still hangs in the balance before the Senate, but signs portend defeat both of the proposed leased line tax of 5 per cent and the license fee schedule.

Although it is believed that the Senate will retain the line tax in the general revenue bill, even over the determined opposition of Senator Dill (D.) of Washington, on the floor, there is hope that the provision will be eliminated by the Senate and House conference committee. Should the Senate take the tax off the leased wires for newspapers, it is generally felt that it will take similar action for broadcasters.

The license fee proposal, by which broadcasters and other licensed users of the ether would be taxed to the extent of $670,000 annually to help defray the cost of Federal radio administration, seems doomed for this session. No move has been made by the Senate Interstate Commerce Committee, to which the Davis omnibus bill (H. R. 7716) was recommitted by the Senate on motion of Senator Couzens (R.) of Michigan. The measure met with vigorous opposition because of the license fee provision, while NAB opposed the license fee scheme and several amendments dealing with broadcasting.

Senator Couzens desires to hold hearings before the committee on the amended bill, but as adjournment of Congress nears, the Committee may be disposed to accept the measure as it passed the House, minus the license fee and other provisions.

At its meeting in Chicago, the NAB board of directors received a detailed report from Henry A. Bellows, vice-president CBS and chairman of its legislative committee. Should hearings be held on either of the revenue-raising measures, he said the NAB was prepared to offer its opposition.

One radio measure became law when President Hoover signed the bill amending the radio act so that only American citizens can be granted radio operators' licenses. The House bill covering this subject (H. R. 11155) was introduced by Rep. Davis (D.) of Tennessee, and the Senate measure (S. 4289) was introduced by Senator Johnson (R.) of California.

"Okay New York"

THE BLUE MONDAY Jamboree, weekly feature from KFRC, San Francisco, to the Don Lee-Columbia chain on the Pacific coast, will make a talkie called "Okay, New York." Henry Johnson will write the dialogue to be produced in the Metropolitan studios, Hollywood. The Jamboreadors will do the broadcast station sequencies and a regular film cast for the story itself. With production slated for May, completion is expected early in June.

A Convenient Program Time Chart

WHK Works Out Novel Weekly Report for Staff Use; Blank Fits in Typewriter and Carries "Spots"

By DEANE S. KINTNER

"WHAT'S our schedule for Fridays at 9:00 p. m., across the week?"

"Will 7:30 on Tuesdays be available after daylight saving?"

"Are there any commitments on late Sunday afternoon time?"

Questions like these have agitated the staff of WHK, Cleveland, (and probably the staffs or many other stations) for a long time. To be sure, there was the ponderous program book which contained all or most of the information, but this volume wasn't always available, nor was it too convenient in arrangement.

So, naturally enough, the idea was evolved of a time report or chart of some sort which could be made up a week at a time and posted on a wall board to cover an extended period.

Previous efforts along this line by this station and various agencies were so cumbersome that typewriting was impossible; filling out the reports by hand required too much time and made duplication impossible.

Here's the Solution

AFTER much casting about for workable ideas, the present WHK time report blank was worked out. Its form and use may interest other broadcasters puzzled by similar problems. The blank consists of a ruled and printed sheet, 9¾ inches wide and 39 inches long. The width can just be accommodated in a standard typewriter, and special carbon paper cut to the same size permits the making of two copies.

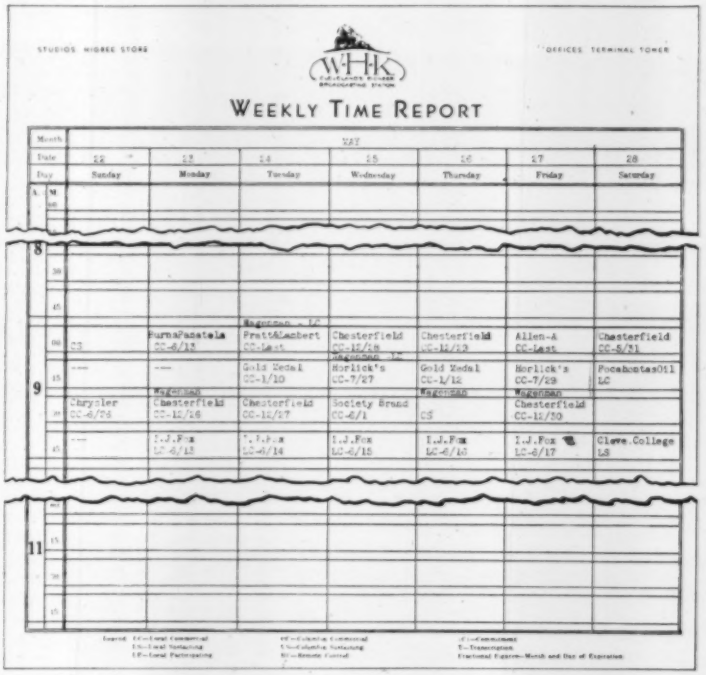
With names of days at the top and times of day at the side, space is provided in each 15-minute division for two typewritten lines. Moreover, ruling is accurately gauged so that the form can be run through a typewriter and proper registration obtained without shifting the paper or the roll from start to finish.

Spots for "Spots"

PERHAPS the most difficult question was how to accommodate the frequent "spot" announcements which are broadcast between longer programs. Finally, someone had the bright idea of a narrower ruled space between each two 15-minute periods. There is room for one typewritten line to designate each "spot" broadcast, and so the whole program picture is shown.

Copies of the time report are sent to interested agencies; the original is posted in the station conference room on a large special wall board. This is made of cork flooring suitably framed, with sufficient space to post six of the weekly charts side by side; thus, at a glance, the progress of programs through a period of several weeks can be seen.

To aid the eye further, a map tack code has been worked out by using red for CBS commercials, gold for local commercials, blue for local sustainings, etc., and with an extra warning tack at the expiration of a contract.



Actual use of the new report blanks over a period of weeks has demonstrated their convenience and utility. Cost of printing and ruling was not excessive, in spite of the large size. The scope of the blank is from 6 a. m. to 12 midnight. WHK broadcasts until 1 a. m., but only remote or sustaining features are ordinarily booked at so late an hour.

Code Letters, Too

THESE map tack designations are in addition to code letters which accompany each formal program, such as CC for CBS commercial; LS for local sustaining, T for transcriptions, etc.

Station Sponsors Giveaway

Broadcasters Offered "Privilege" of Selling Olympiad Book in Lieu of Paid Advertising

AMONG the most preposterous "kind offers" made to broadcasting stations, of the type which have provoked general complaint from broadcasters, is one now being circulated having to do with the Olympic games. And the most impudent phase of the offer is that it is sponsored by a large Pacific coast station.

Addressing form letters to broadcasters, the station explains that "through our special arrangement we are able to offer you the privilege of advertising" the official book of the Olympic Games "to your listeners for 50 cents, including wrapping and mailing."

The broadcaster who bites on this bait is permitted to keep 5 cents or 10 per cent of each sale. Two commercial announcements of about 300 words each are enclosed for use in advertising the book.

The book-agent station explains that "we had hoped it would be possible for the Olympic Games Committee in Los Angeles to create a budget to cover broadcast advertising for the games in July, but unfortunately this will not be available. We have been successful, however, in getting the committee to agree to make a broadcast offer of the official Tenth Olympiad Book."

INCREASE in power from 1½ to 5 kw., with unlimited time, was requested by WCFL, Chicago, operated by the Chicago Federation of Labor, in an application filed with the Radio Commission May 17. Although licensed for limited time on the 970 kc. clear channel assigned to KJR, Seattle, the station is operating on the wave full time experimentally and seeks to have the assignment made permanent. The application said some $110,000 would be spent for new studios and equipment if the change is approved.

Press Advertising Drops $25,000,000

Radio and Auto Display Show Greatest Loss During 1931

PARTIALLY because of the $4,000,000 drop in radio equipment advertising, and largely due to the $10,000,000 drop in automotive advertising, the total expenditures of national advertisers in newspaper space declined $25,000,000 in 1931 under the preceding year, according to a report made public May 23 by the Bureau of Advertising of the American Newspaper Publishers Association.

In 1931 national advertisers spent $205,000,000 on newspaper lineage, compared to $230,000,000 in 1930, the report shows. Eighteen automobile manufacturers cut their newspaper advertising from $33,535,000 in 1930 to $23,665,000 in 1931; radio manufacturers cut from $7,035,000 to $2,995,000, and seven tire companies dropped from $5,915,000 to $2,910,000.

The bureau report reveals, however, that 13 tobacco companies spent more for newspaper advertising than in 1930, increasing from $23,885,000 to $28,620,000. Slight increases in newspaper advertising are also noted for the publishing group and wearing apparel concerns. Sixty-four food companies expended $19,240,000 in 1931 where they spent $20,445,000 the preceding year.

There were 436 companies that spent $50,000 or more on newspaper advertising, the report shows, their aggregate expenditures being $148,450,000. In 1930 there were 470 in that category, spending $177,045,000.

WABC Increases Rates To $800 an Hour, Night

WABC, key station of CBS, has increased its rates, effective June 15, according to Hugh K. Boice, vice president in charge of sales. The new rates are: after 6 p.m., $800 an hour, $500 a half hour and $312 a quarter hour; 9 a.m. to 6 p.m., $400 an hour, $250 a half hour and $156 a quarter hour.

The old rates were $650 an hour, $406 a half hour and $254 a quarter hour for evening and $325 an hour, $203 a half hour and $127 a quarter hour for daytime. The increase in rates was attributed to the expenses incident to operating with power of 50,000 watts and to the coverage of the station with its new single-mast antenna over an area which "today contains 1,932,600 more radio sets than were served by its former 5,000 watt transmitter."

CBS also announces that WHAS, which joined the CBS basic network May 15, is available at the following new rates after Sept. 1 when its power increases from 10 to 25 kw: After 6 p. m.—hour, $275; half hour, $172; quarter hour, $108. From 9 a. m. to 6 p. m.—hour, $138; half hour, $86, and quarter hour, $54. Until Sept. 1, the rates are: After 6 p. m.—hour, $180; half hour, $113; quarter hour, $70. From 9 a. m. to 5 p. m. —hour, $90; half hour, $56, and quarter hour, $35.

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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In Self Defense

IF THE RAMPAGE of the American Society of Composers, Authors and Publishers on music license fees for broadcasting is to be checked, Congress must enact legislation immediately. After Sept. 1 it will be too late. And it is up to the broadcasters to see that it is done.

A new copyright law is not essential. All that is needed is an amendment to the existing law covering radio in such a way that ASCAP will be restrained from shaking down the industry any way it pleases—perhaps, from shaking many stations out of existence. The Society's pending proposal to boost rates 300 to 500 per cent over the current figure of less than $1,000,000 a year is absolutely impossible and unacceptable.

There is abundant support in Congress for such an amendment. That was evidenced in the debate before the House on the Sirovich copyright bill. That bill was kicked back to the committee to die only after repeated attacks were made on ASCAP for its "racketeering" and "hijacking" activities against the broadcaster, the hotel using radio for its guests and the corner barber shop and other small users of radio. But to have an entire new copyright act, supplanting the 1909 law and covering that field in its maze of ramifications, enacted at this session, seems futile.

The debate on the Sirovich bill was significant. It showed that, with the exception of Reps. Lanman, of Texas, and Bloom, of New York, who cajoled the House into shelving the bill even before there was opportunity to offer amendments to support the broadcasters, there is a real undercurrent of opposition to ASCAP. Speaker after speaker assailed the organization and its "snoopers" who swoop down on stations, hotels and others. Several declared the bill was not sufficiently stringent in restraining that group.

Sirovich was tactless in his handling of the measure. He devoted almost a full hour to a discourse on the history of copyright legislation, and made no attempt to explain that the measure was designed to protect users of copyrighted musical works, or to say that he was willing to accept an amendment which would limit the activities of that group.

It was gratifying to have the NAB board of directors adopt a stand for amendment of the Copyright Law of 1909 at its Chicago meeting in line with the repeated recommendation of its counsel, Louis G. Caldwell. More than that is essential, however. Broadcasters must acquaint their Senators and Congressmen with the importance of such legislation, so they will be conversant with it when offered. This must be done in self-defense.

It is well and good to negotiate and arbitrate with ASCAP. But that can't go on forever. Broadcasters do not desire to dodge the payment of any license fee to ASCAP. They simply want the rate to be equitable. With a legislative club over the head of that pool of the order proposed, and which can be adopted, a reasonable scale would be assured. Without it the result is obvious.

Back to Work

CONGRESS may soon quit. Broadcasters along with other harassed business folk will heave a sigh of relief. But before Congress disbands, it will receive from the Radio Commission a report on commercial broadcasting based on the most sweeping investigation of that industry ever instituted. Commercial support of broadcasting again will be given the endorsement of the Commission, with statistics aplenty to back up that conclusion.

With this favorable report and with Congress, despite its good intentions, happily out of the way, broadcasters can get back to work and forget about the perennnial headaches in Washington. Seldom before has radio been given such a lacing as it received at the hands of Congress during the last few months. As usual, the bulk of it has been pure political palaver, nothing more.

The good old summertime is here again. Since broadcasting began it has been axiomatic that as the thermometer goes up, the broadcasting business barometer goes down. While some advertisers still harbor prejudices against summer broadcasting it is probable that a contributing reason for the decline this year has been the constant baiting of commercial broadcasting by certain members of Congress. This has plainly made many advertisers shy clear of radio. But with Congress out of session there will be only the sporadic sniping of the wave grabbers, the calamity howlers—and, to be sure, the good old copyright owners—to worry about. They and Old Man Depression, of course.

There's gold in those summer commercials. There's revenue to be gleaned from the political campaigning now waxing warmer and warmer. And the diggings for next Fall's business are being opened up, as the agencies and advertisers begin scheduling their accounts for that season.

While broadcasters and advertisers are bolstering their business during the off-spell in Washington, they should not forget what has transpired in Congress this session, and keep in mind that mayhap the same onslaught will be renewed at the next. It is only because the other fellow, opposing radio, has been smarter in his dealings with members of Congress, that broadcasting has been subjected to such rough handling. Talk broadcasting and your problems to your Senators and Representatives every chance possible during the forthcoming months. It's their duty to protect you and its yours to protect yourself.

The RADIO BOOK SHELF

A BRIEF annotated bibliography of the outstanding material on radio in education has been prepared by Dr. Cline M. Koon, senior specialist in education by radio, and Martha R. McCabe, assistant librarian, United States Office of Education, under the title "Good References on Education by Radio" (U. S. Government Printing Office). Copies may be obtained free upon application to the U. S. Commissioner of Education, Washington, D. C.

THE NATIONAL Advisory Council on Radio in Education has just issued a "Listener's Notebook" (University of Chicago Press) to be used in connection with the series of lectures on American labor, "American Labor and the Nation," carried over CBS from May 1 to July 3, Sunday, 1 to 1:30 p. m., EDST.

AN ILLUSTRATED booklet containing a synopsis of each of the dramatised versions of the Joan and Betty Bible stories broadcast every Sunday by the British Broadcasting Corporation has just been published under the title of "The Greatest Adventure" (James Nisbet & Co., Ltd.) The work was edited by E. R. Appleton, BBC regional director. All the resources of the studio, including orchestral music, gramaphone records and background effects, are used in the broadcasts.

A BOOK which should be of interest to DX fans is "Finding Foreign Stations," by R. W. Hallows (George Newnes, London, England). In addition to giving advice on tuning in foreign stations, the author discusses the functions of a receiver, the types of radio sets, interference and the keeping of a radio log.

THE HISTORY, activities and organization of the Federal Radio Commission are described in a book with the title of "The Federal Radio Commission," written by Laurence P. Schmeckebier and published by the Institute for Government Research of the Brookings Institution, Washington, D. C.

Biting the Hand

THE REPORT of the Bureau of Broadcasting of the American Newspaper Publishers Association, showing that newspaper advertisers spent $25,000,000 less last year than the year before, eloquently bespeaks the importance of the radio industry as a primary newspaper advertiser—and at the same time indicates that the newspapers can ill afford to bite the hand that feeds.

The report states frankly that the decline was due largely to a drop in two main classifications, namely, automobiles and radio. Automotive lineage fell off nearly $10,000,000 and radio more than $4,000,000. Where radio manufacturers and dealers spent $7,035,000 in 1930 on newspaper advertising, they spent only $2,995,000 in 1931.

In the several years before 1930, the newspapers literally battened on radio advertising. People bought radios—and will continue to buy radios—because of the programs the broadcasters and sponsors are providing. Broadcasting is the keystone of a trade that does an annual retail business of around $500,000,000. To hammer away at the keystone, as some newspaper interests have been doing, means weakening an industrial arch that helps support those same wielders of the hammer.

We Pay Our Respects to—

WALTER C. EVANS

STILL IN HIS early thirties, Walter C. Evans today stands at the helm of the radio broadcasting operations of Westinghouse Electric & Manufacturing Co., the organization which less than a dozen years ago contributed to the world the art of broadcasting. When Westinghouse recently announced the consolidation of all of its broadcasting activities and the promotion of "Walt" Evans to the post of manager of radio broadcasting, it paid just tribute to his ability.

Despite his youth—he is 34—Walter Evans is one of broadcasting's real pioneers. His first broadcasting work was for Westinghouse. He entered that company's employ in December, 1921, as an operator for KYW, Chicago, the first station to begin regularly scheduled broadcasting west of the Mississippi.

Walter Evans is one of those rare personalities who combine executive ability and business acumen with an expert knowledge of engineering. Although an engineer by profession, his aptitude for the industrial side of things and his resourceful handling of men led to his appointment as head of Westinghouse broadcasting by J. S. Tritle, vice-president and general manager of the company.

Like so many men behind the gun in broadcasting, Walter C. Evans got his start as a radio "ham." So proficient did he become in his amateur tinkering that he was enabled to pay his way through school by working as ship radio operator for Marconi and RCA and aboard ships of the United Fruit Co., beginning in 1915.

Walter Evans was born in Columbus, O., August 27, 1898, the son of Walter H. Evans, railroad shop designer. He was graduated from a Chicago high school and received his electrical engineer degree at the University of Illinois in 1921. Enlisting in the Navy at the outset of the World War, Evans served as first class operator on the sub-chaser 430. He taught at the Naval Radio School at Harvard in 1918 and mustered out of service as a chief petty officer.

While concluding his academic education at the University of Illinois, Evans served as undergraduate instructor of radio engineering in 1919-20.

Evans went to Westinghouse as an operator at KYW from a job as ship operator with United Fruit. Because of the zeal and ability of the then 23-year-old youth, it wasn't long before the late H. P. Davis, then vice-president and general manager of Westinghouse and revered as the "father of broadcasting" through the establishment of KDKA, took an interest in him.

In 1927 Evans was appointed manager of KYW, after having served as its chief engineer. The following year he took a fling at the talkies, which had just made their debut, and was appointed liaison man between Westinghouse and RCA Photophone. In the spring of 1929 Evans was recalled to take the post of superintendent of radio operations at Westinghouse, in charge of its four station units — KDKA, KYW, WBZ and WBZA — succeeding C. W. Horn, who joined NBC as general engineer.

Maintaining his residence at Mt. Lebanon, a suburb of Pittsburgh, Evans is married and the father of two children—Barbara Jean, 6, and Charles, 2. He married Georgina Burtis, of Chicago, in 1924. He has three hobbies — hunting, sailing and the collecting and restoring of old firearms. He is a member of the Beachview, Interfraternity, and Jackson Park Yacht clubs of Chicago, the Institute of Radio Engineers and the Chi Psi Fraternity.

PERSONAL NOTES

KARL W. SCHULLINGER, assistant to Don Gilman, NBC Pacific coast vice president since last July and before that manager of the Hollywood recording studios of RCA Victor, has been appointed manager of the NBC Artists Service in San Francisco. Rudolph Vavpetich, former manager, has gone east to resume activities in the national concert field.

JUDGE IRA E. ROBINSON, former radio commissioner, has announced the opening of law offices in Suite 640, Shoreham building, Washington.

TOM BACON, formerly with the Pickwick Stages, and R. L. Gunter, former newspaperman, have joined the sales staff of KTM, Los Angeles.

HERBERT G. FOSTER, formerly with Adams Broadcasting Service, New York, has joined the Columbia Phonograph Co. of the same city.

MISS LUCILLE SCHROER, secretary and assistant auditor to the commercial department of KWK, St. Louis, has joined the publicity counsel organization of Burton Bunch, recently established in the St. Louis Mart Building, to give special attention to radio plans and programs.

ROY S. FROTHINGHAM, sales promotion manager of the Pacific division of NBC, was elected president of the San Francisco Advertising Club recently. Earl V. Weller, Pacific coast manager of Campbell-Ewald Co., was named vice president. Directors included Harrison Holliway, manager of KFRC, and Carl Eastman, Pacific coast manager of N. W. Ayer & Son, Inc.

ALEXANDER L. SHERWOOD, former newspaperman and member of the staff of KDKA, Pittsburgh, has been appointed general manager of KQV, Pittsburgh. A native of Pittsburgh, Mr. Sherwood was formerly assistant to Lloyd C. Thomas as commercial manager of the Westinghouse radio stations. He left Westinghouse to work on the A. N. A. cooperative analysis of broadcasting for Crossley, Inc.

DAVID MILLER, formerly assistant studio director and production manager of CFRB, Toronto, has been appointed managing director of CFCH, North Bay, Ont.

DR. C. B. JOLLIFFE, chief engineer of the Radio Commission, was called to Morgantown, W. Va., May 16, by the death of his father. He spent the week there.

RUSS WINNIE, assistant station manager and chief announcer of WTMJ, Milwaukee, recently became the father of a boy.

INVITATIONS have been issued by Mr. and Mrs. W. D. Terrell to the wedding of their daughter Charlotte to George Nicholas Saegmuller, Jr., May 31, at St. Mary's Episcopal Church, Livingston Heights, Va. Mr. Terrell is chief of the radio division of the U. S. Department of Commerce.

H. E. FISHER, an accountant, new to radio, has taken over the management of KFLV, Rockford, Ill., and its reorganized staff, which includes Scott Weakley, program director, formerly with WDAF, WRJN, WJKS, WREN, KFKU, WLBF and WWAE; also Carle S. Anderson, staff pianist and announcer.

HERBERT WITHERSPOON is now managing KDB, Santa Barbara, to the announcing staff of which has also been added Charles Nulotti, Jr.

G. K. THROCKMORTON, executive vice president of RCA Radiotron Co., Harrison, N. J., announces the appointment of T. F. Joyce as advertising and sales promotion manager of both RCA Radiotron and E. T. Cunningham, Inc., succeeding J. W. McIver, who has resigned to become executive vice president of the Forbes Lithograph Mfg. Co., Boston. Mr. Joyce, formerly with the Edison Lamp Works, has been with RCA Radiotron since its formation in 1930 as assistant manager of advertising and sales promotion.

WALTER J. DAMM, director of WTMJ, of the MILWAUKEE JOURNAL, addressed the annual meeting of the Inland Daily Press Association in Chicago May 18 on the subject of "What Newspapers Have to Gain from a Radio Tie-up."

PHIL MEYER, owner of KFYR, Bismarck, N. D., and C. F. Dirlam, commercial managers, repaid the recent visit of the Winnipeg Amalgamated Radio Trades to Bismarck, during which high tribute was paid to KFYR for the service it is rendering Canadian listeners, by travelling to Winnipeg early in May as guests of the radio association.

M. H. AYLESWORTH, president of NBC, will soon go to Los Angeles for an indefinite stay in connection with his new duties as president of RKO.

FORREST N. MADDIX has been named manager of WBSO, Needham, Mass., the Babson station.

FRANK M. RUSSELL, Washington vice-president of NBC, returned to Washington May 24 after a two weeks' vacation in Iowa.

BEHIND THE MICROPHONE

WNBH, New Bedford, Mass., announces that Donald Morton, former production manager, who has gone to WAAB, Boston, has been succeeded by Everett M. Willey. Additions to the announcing staff are Willard D. Whitfield, Thomas C. Abendroth, Mildred Shief and Ada Mabel Garvin.

CHARLES BULOTTI, Jr., announcer at KFAC, Los Angeles, has gone to KHJ in similar capacity.

BONNIE BLUE, blues singer, formerly of WBBM, Chicago, is now acting hostess and staff artist at KRKD, Los Angeles.

WALTER KELSEY, music director of KFRC, San Francisco, has written two more numbers, titled "Home" and "Skies." They were given their premieres over the station's "Idyllio" program in May.

JESSICA DRAGONETTE, NBC artist, will sail for Europe on vacation in June but will continue to sing over the network when she returns in September.

HAZEL JOHNSON, instrumental and vocal entertainer at KFYR, Bismark, N. D., has been chosen National Radio Beauty Queen by RADIO DIGEST, New York magazine.

PAUL BREEDY, well known in musical circles of Pennsylvania, has joined the staff of WEEU, Reading, as musical supervisor. He will engage talent for all commercial programs and will conduct auditions for sustaining programs.

LOUIS JOHN JOHNEN, operatic baritone heard over WLW, Cincinnati, and Miss Lieselotte Proett, an accomplished amateur musician of Berlin, Germany, were married May 9 in the Lafayette Avenue Presbyterian Church, Brooklyn.

MITCHELL MORRIS, former news announcer at WBOW and WGBF, has joined the continuity staff of WHAS, Louisville.

OWEN CRUMP, radio announcer from Shreveport, La., has joined the staff of KFWB, Hollywood, and will be heard in a skit called "Lady Luck." The serial depicts the experiences of three negroes from Mississippi who decide to come to Los Angeles for fame and fortune, Crump enacting all the parts.

RUSSELL PRATT and Ransom Sherman, the Two Doctors of network fame, are now staff artists of KYW, Chicago, appearing in daily skits.

DUDLEY CHAMBERS, formerly with KNX, Hollywood, and with NBC on the west coast, has gone with KHJ, Los Angeles, to direct its vocal ensemble work. He founded the Rounders male quartet some years ago.

TED HUSING, noted CBS sports announcer, is convalescing from an appendicitis operation.

XUM

TED COOKE, announcer at KDB, Santa Barbara, Cal., is engaged to marry Miss Zoe Patterson, of Washington, D. C.

WINNIE PARKER, now singing under the name of Mona Low, has left Los Angeles to sing over the NBC-KPO network from San Francisco as a staff singer.

DUE TO THE DEATH of Clint Babbitt, the Hoffman Old-Timers, heard daily for several years over WTMJ, Milwaukee, are being replaced by a new feature starring Hugh Marshall and Dudley Lyndon.

BING CROSBY, of CBS, is scheduled to arrive in Los Angeles June 4. He will do some talkies for Paramount and will broadcast from KHJ, Los Angeles, to the CBS chain Mondays, Wednesdays and Fridays at 3:45 p.m. PST, starting June 8 and ending July 6.

HAL O'HALLORAN, announcer of WLS, Chicago, was inducted into the Ojibway Tribe of Indians recently when a group from the Wisconsin reservation named him Ba-Zwa-Wa-Ge-Zhig, or "Echoing Skies," in ceremonies that took place in the Eighth Street theater, from which the WLS National Band Dance is broadcast.

LLOYD DENNIS, for the last three years with WEAN, Providence, where he was announcer, continuity writer and baritone soloist while attending Brown University, on May 18 joined the announcing staff of WAAB, Boston.

ACTIVITIES of staff members of WLWL, New York: Rudy Forst, musical director, has just returned from a fishing trip; Max Feldman, staff violinist, is playing first violin in the revival of "Show Boat"; Herman Steisel, staff cellist, is with the orchestra of the musical comedy "There You Are," and Dea Cole, artist, is sitting for a sculpture by Hilja Nordmark, the Finnish sculptor.

IN THE CONTROL ROOM

LAWRENCE McINTYRE, recording engineer of the World Broadcasting System, has been assigned to supervise the recording laboratory of the new World studios which have been installed in Washington. The installation of the ERPI equipment was supervised by C. M. Norberg, recording supervisor of ERPI.

CARL MEYER, chief of WGN, Chicago, accompanied by Dan Gallerup, chief engineer of WTMJ, Milwaukee, and staff, conducted field intensity surveys in Wisconsin during the middle of May. Gallerup also experimented last month with the new lapel microphone to be used in connection with public events broadcasts.

DONALD M. STANIER has been appointed chief operator of WBZ, Boston, succeeding M. G. Limb, resigned.

RAY MEYERS, who was chief radio operator on Sir Hubert Wilkins' polar exploration in the submarine Nautilus and one of the heroes of the expedition, has been signed by NBC Artists Bureau at Boston under exclusive contract. Meyers' most recent broadcast exploit was a short wave relay from a Navy submarine at Revere, Mass.

EDWARD LUDES, NBS sound engineer in San Francisco and formerly chief announcer at KYA, now takes the part of "Uncle Thomas" in the nightly Cecil and Sally skits over the NBC-KGO network.

A. H. SAXTON, Pacific division engineer for NBC, spent the month of May on an inspection tour of NBC stations in the northwest.

William Hard, NBC Radio Reporter, Recently Returned from Abroad, as Seen by Derso, Hungarian Caricaturist, Broadcasting from an Alp.

THE COMMERCIALLY financed broadcasting systems of the United States are doing more than the government-owned networks of Europe to promote interest in public affairs and political international education, William Hard, radio reporter of international politics, on May 20 told the annual convention of the National Advisory Council on Radio in Education at Buffalo. He recently returned from Geneva, where he covered the Disarmament Conference for NBC.

"European governmental broadcasting, which in theory might be concentrated upon governmental problems, achieves its peculiar success in promoting private individual culture," Mr. Hard said. "American private broadcasting, which in theory might be mindful only of the affairs of private life, has its special superiority in advancing the copious and comprehensive discussion of governmental policies and solutions.

"Governmental broadcasting does a bit more for man as a student. Private broadcasting does a great deal more for man as a citizen. That is the paradox, and it is ineradicable. Private broadcasting, since it is supported by advertisements, must give to those advertisements a certain number of minutes which a tax supported radio organization can devote to cultural objectives.

Censorship in Europe

"GOVERNMENT broadcasting, since it is supported by the state, must be careful not to offend the state and must therefore, while it escapes commercialization, embrace censorship and forfeit freedom.

"I have introduced a multitude of foreign statesmen to the American air. Never have I asked them what they were going to say. They were responsible men and they spoke on their own responsibility. Seldom does a European broadcasting organization reciprocate our American hospitality to European public personages.

"Occasionally, however, I have introduced an American political dignitary to a European audience. In each instance I have been obliged to submit the text of his remarks beforehand to foreign governmental or quasi-governmental agents for scrutiny and approval.

"It is nonsense to say that radio is necessarily an agency for civic good. Radio controlled for the purposes of persons in power can be made the most effective agency ever devised for the enslavement of the mass mentality of a nation."

The German Election

THE SPEAKER stressed the point that he was not referring to so-called "entertainment" programs but was confining his address to his own specialty of political education. As an example of the way government control affects political broadcasting he referred to the recent German election campaign.

"There were four presidential candidates," he said. "Hindenburg, Duesterberg, Hitler and Thaelmann. Hindenburg already inhabited the presidential palace. He was thereupon the only presidential candidate admitted to the German air. A speech by him was broadcast on Wednesday afternoon. It was again broadcast, from a record, on Saturday evening. On Sunday the German radio listeners, thus educated in the speaking personalities of the presidential contestants for their suffrages, went to the polls."

During the Disarmament Conference, Mr. Hard said, the total number of broadcasts from Geneva to all European countries outside Switzerland was forty, while he alone, with his guest speakers, spoke to the United States forty-one times.

"When American radio meets European radio in the only field of direct comparison, the international field," he said, "it is not European radio, it is American radio, that proves its superior interest in non-commercial public affairs and instant world-wide political international education."

To Approve U. S. Radio

(*Continued from page 7*)

if he can get the American public, or even a section of it, to listen to him it will be worth the effort."

Still unsolved is the question of financial support for educational broadcasting, Mr. Tyson asserted. He pointed out that costs are exceedingly heavy and stagger the uninitiated.

"How are these enormous costs to be met in America if educational broadcasting is to be developed and persist? It is hardly conceivable that private funds can be secured to develop a well-rounded program of educational broadcasting. It is not likely that a proposal that the industry should support educational broadcasting would receive much response. There is about as much likelihood that support should or could be secured from our Federal Government for this purpose. This question remains the most elusive and puzzling in educational broadcasting."

Radio Held Supplementary

PREDICTION that the broadcasting of supplementary lessons to children in their classrooms will become the nation-wide practice was made by Miss Judith C. Waller, assistant manager of WMAQ, Chicago, midwest education director of NBC and chairman of the NAB education committee.

"However," she said, "I do not by any means feels that radio will ever do away with the school. It won't. Radio has its own niche in the educational scheme as a supplementary service and as such it already has proved its worth."

A warning to the broadcasting industry that there would be further governmental regulation of broadcasting unless broadcasters mend their ways was sounded by Richard J. Smith, associate professor of the Yale University law school. Judge John W. Van Allen, of Buffalo, general counsel for the Radio Manufacturers Association, however, took issue, asserting that radio today is laboring under the most onerous control of any industry in the country.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

"FAMOUS Boxing Bouts of History" titles a series of nine 78 r.p.m. recordings and a dozen scripts being featured on various stations. The programs run a half hour each and give "ringside" descriptions of heavyweight championship matches from the Sullivan-Corbett battle in 1892 to the Dempsey-Tunney fight in 1927. They were placed independently by Edward Murphey, 481 E. Del Mar St., Pasadena, Cal., who created the idea. Mr. Murphey is now working on a new script series around the forthcoming Olympic Games which he calls the "Olympiadvisor."

APPLE & BOND, Baltimore general agents of the Travelers Life Insurance Co., are sponsoring a series of "Today in Politics" twice weekly over WBAL, Baltimore, featuring Frank R. Kent, noted political writer of the BALTIMORE SUN.

MORE THAN 5,000 children and 850 adults witnessed the Radio Revue staged by KFOX, Long Beach, Cal., in the new Long Beach Municipal Auditorium recently in connection with the KFOX School Kids program. Every child present represented the sale of a 25-cent box of Markwell Salt Water Taffy, a confection advertised through the program, a weekly feature of an hour's duration. A club called the "M. T. C. Club" (Markwell Taffy Chewers) has been formed and has more than 10,000 members.

PIERCE BROTHERS, Los Angeles, (morticians), is so enthusiastic over radio advertising that the Philip J. Meany agency has placed its account on three stations. At KHJ the program takes the form of a weekly "Musical Cameos," on KGFJ, a varied feature week days and on KMTR two evening concerts on week days.

DAD'S COOKIE Co., Los Angeles, (oatmeal cookies), looking around for a radio tie-in, selected a KECA program known as Big Brother Ken. It is done by Ken Hamilton, formerly at KNX.

HOFFMAN BEVERAGE Co., Newark, N. J., (ginger ale), on May 23 started Dad Dailey and Harold Hansen, tenor and pianist, on WJZ, New York, Monday, Wednesday and Friday, 9:45 to 10 a.m., EDST. Batten, Barton, Durstine & Osborn, New York, handles the account.

NEW ACCOUNTS on WBBM, Chicago, include Wilkening Mfg. Co., Philadelphia, (piston rings); Globe Union Mfg. Co., Milwaukee, (auto batteries); John Ritzenhaler, New York, (Ritz Neverub), and Rit Products, Chicago, (Rit tints and dyes).

STANBACK MEDICINE Co., Salisbury, N. C., is sponsor of a program featured on WRVA, Richmond, Va. The same station reports having the transcription accounts of Quaker State Oil, Bisquick and Nehi.

WMT, Waterloo, Ia., reports the following accounts: Beach Brothers, Dubuque, Ia., (soap); Farmers Seed Nursery, St. Paul, (flowers), and Matt Gruben & Sons, Waverly, Ia., (memorials).

SCIENTIFIC Laboratories of America, Los Angeles, (Reducoids), has taken time on KMTR, Hollywood, three mornings a week; on KFOX, Long Beach, for a daily program, and on KFWB, Hollywood, three mornings a week. Transcriptions are being used in other parts of the country.

THE FUGATE Co., Indianapolis, and the Tanna-Menthol Co., Tulsa, both handling medicinal remedies, are accounts reported by KFNF, Oklahoma City, which also is carrying the account of the Slendress Laboratories Co., Dallas (reducing cream).

THE WHISTLE Co. of America, New York, (beverages), is sponsoring a 15-minute variety program nightly over WJBK, Detroit. Peg Keating, blues singer, is featured with Dick O'Heren and Harry Race, harmonists, in a program of songs and chatter.

NEW ACCOUNTS on WOR, Newark, include Playland, amusement park at Rye, N. Y., which has contracted for a 13-week series of daily half-hour programs featuring Will Osborne and orchestra; the Junior Vogue Shoe Store, subsidiary of Posner Shoes, signed for five half-hour programs featuring Uncle Don, the account being placed by the Hirsch Advertising Agency, New York, and Edna Wallace Hopper, Inc., through the World Broadcasting System, 13-week series of recorded programs. Renewals have been placed with WOR by the Rumford Chemical Works (Rumford School of Cookery), A. Edwin Keigwin (West End Presbyterian Church) and Alfred W. McCann Laboratories, Inc.

GILMORE OIL Co., through the Los Angeles office of Botsford, Constantine and Gardner, has started to sponsor the Ascot speed races over KFWB, Hollywood. The sponsors already use the Kolb and Dill skit, the Dinglebenders, over a Pacific coast NBC hookup thrice weekly.

NETWORK ACCOUNTS

UNION OIL Co., Los Angeles, on July 9 starts "Hollywood Bowl Concerts" over 7 NBC-KPO stations, Saturday, 8 to 9:30 p.m., PST. Lord & Thomas and Logan, Los Angeles, handles the account.

SPERRY FLOUR Co., San Francisco, on June 21 starts "Sperry's Baker Program" on the Woman's Magazine of the Air over 9 NBC-KGO stations, every third Tuesday, 10:30 to 10:50 a.m., PST. Blackett-Sample-Hummert, Inc., San Francisco, handles the account.

GEORGE W. CASWELL Co., Los Angeles, (household goods), on May 12 started "Caswell Program" on the Woman's Magazine of the Air over 5 NBC-KGO stations, Monday and Thursday mornings. Emil Brisacher & Staff, San Francisco, handles the account.

FIVE new CBS stations were added May 16 for the La Palina (cigars) program, featuring Kate Smith. They are WOKO, Albany; KFAB, Lincoln, Neb.; KFH, Wichita; KFJF, Oklahoma City, and WKBN, Youngstown, Ohio.

THE ROBERT BURNS Panatela program, featuring Guy Lombardo's Royal Canadians and Burns and Allen over CBS, on May 25 switched from Monday night to Wednesday night, 9 p.m., EDST.

THE BARBASOL Co., Indianapolis, (shaving cream), was to start a series of 15-minute programs featuring Ray Perkins, radio comedian, and the Peter van Steeden orchestra on May 31 over the NBC-WEAF network. Program to be heard each Tuesday and Thursday at 7:30 p.m., EDST. Erwin, Wasey & Co., Inc., New York, handles the account.

CHASE & SANBORN Co., New York, (coffee), on June 2 starts a program featuring Georgie Price, vaudeville and musical comedy star, and Benny Kreuger's orchestra over the CBS network. Program to be heard Tuesday and Thursday at 7:45 p.m., EDST.

SHELL OIL Co., San Francisco, in May started "Ed and Zeb," a skit concerning two rural store proprietors, Tuesday to Thursday nights, inclusive, 9:15 p.m., PST, over the CBS-Don Lee network. Roles are taken by Al Pierce and Bill Wright and script is written by John Eugene Hasty, advertising agency executive.

COMMANDER LARABEE Corp., Minneapolis, (cereals), started "The Airy Fairy Singer," featuring Sarah Ann McCabe, soprano, and Mrs. Spence, home economist, over 10 CBS stations, Tuesday, Thursday and Saturday, 10:15 to 10:30 a.m., EDST. Erwin, Wasey & Co., Inc., Minneapolis branch, handles the account.

THE MUSICAL Fast Freight program, sponsored by General Mills, Inc., Minneapolis, over the CBS network from WCCO, has changed its schedule from Tuesday and Wednesday to Tuesday and Thursday, 10:15 p.m., EDST.

"HOLLYWOOD Whispers," sponsored by PHOTOPLAY MAGAZINE, on May 30 was to be shifted from Saturday evening until Monday at 10:15 to 10:30 p.m., EDST. The program is carried over the CBS-WABC network.

LARUS & BROS. Co., Richmond, Va. (Edgeworth tobacco) on June 15 begins a new series featuring the "Corn Cob Pipe Club of Virginia," with barnyard music, male quartet, harmonica band, fiddlers, etc., over the basic NBC-WEAF network, Wednesday, 10:30-11 p.m., EDST. Batten, Barton, Durstine & Osborn, New York, handles the account.

HORLICK'S MALTED MILK Co., Racine, Wis., on June 6 begins a daily except Saturday and Sunday series of dramatic sketches for children over an NBC net keyed from WMAQ, 8:45-9 a.m., and at 9:30-9:45 a.m. program goes to KSD, WOC, WHO, WOW and WDAF. Lord & Thomas and Logan, Chicago, handles the account.

SOCONY VACUUM SPECIALTIES, Inc., New York, on July 5 renews its "Cindy and Sam" negro sketches Tuesday and Thursday, 10:30-10:45 a.m., EDST, to WEAF, WEEI, WTIC, WTAG, WCSH, WGY, WBEN and WSYR. Batten, Barton, Durstine & Osborn, New York, handles the account.

PROSPECTS

WEAVER JACKSON beauty shops, operating a dozen stores in and around Los Angeles, will use KFI, KFWB, KRKD and KHJ several times a week.

GARAY, Inc., Cleveland, (cosmetics), will use radio and newspapers in an account to be handled by Seaver-Brinkman-Gerstenberger, Inc., Cleveland.

H. FENDRICH, Evansville, Ind., (Charles Denby and La Fendrich cigars), makes up lists during July and January, using radio and other advertising mediums. Mitchell-Faust-Dickson & Wieland, Chicago, handles the account.

LITTLE TREE FARMS, Farmingham Center, Mass., tree and shrub growers, will use radio with newspapers in a campaign which has been placed in the hands of Ingalls-Advertising, Boston.

S. H. RICE agency, Los Angeles, will undertake a radio campaign for Foreman Clark, (clothes), in the southwest. KMTR, Hollywood, and KMPC, Beverly Hills, have been used.

RADIO and newspaper advertising will be used by the Master Barber Products, Ltd., Toronto, which has appointed Mitford Advertising, Ltd., of Toronto, to direct the campaign. Master Barber Shaving Cream will be publicized.

DUTCHLAND FARMS, Brockton, Mass., (ice cream), will use radio and Cape Cod newspapers in a new advertising campaign to be conducted by Ingalls-Advertising, Boston.

BEGINNING in the fall, Batten, Barton, Durstine & Osborn, Chicago, will conduct a radio campaign for Ralston Purina Co., St. Louis.

AGENCIES AND REPRESENTATIVES

J. WALTER THOMPSON Co., San Francisco branch, has added a new unit to its radio department to produce programs for Pacific Coast clients and to supervise national network accounts out of the eastern offices. Fred H. Fidler, handling publicity for the agency, will be in charge. Eve Stanley, formerly with NBC Artists Service, has been added to the staff.

JAY HANNA, of the New York office of N. W. Ayer & Son, was in San Francisco in May to supervise the inauguration of the Kellogg Company's "Singing Lady" program on a five-night weekly schedule over the NBC-KPO network and the Eno Crime Club series over the CBS-Don Lee network twice weekly.

JAMES L. FREE and Clifford L. Sleininger, account executives for the past several years with National Radio Advertising, Inc., have resigned to form Free & Sleininger, Inc., radio station representatives, with headquarters at 180 N. Michigan Ave., Chicago. They will act as specialized sales representatives in the middle west territory for a few non-competing radio stations, paralleling the functions of the special newspaper representative.

TASTYEAST, Inc., Trenton, N. J., has appointed the United Advertising Agency, New York, to handle its advertising.

ANDREW KRAUSS, formerly with KOL and KJR in the northwest, has joined the staff of the Pearce-Knowles agency, Seattle. He will specialize in radio accounts.

WILLIAM G. RAMBEAU, Chicago station representative, has been appointed to represent KFH, Wichita.

STATION NOTES

WOKO, Albany, made a rapid fire job of getting back on the air recently after the armature of its 4,000-volt generator burned out. Through the New York office of the Graybar Electric Co., Harold E. Smith, station manager, was able to locate a new generator. After being carried to Albany by plane, the equipment was installed and the station was back on the air within 17 hours from the breakdown.

RESPONSE from listeners indicate reduction of interference, improved frequency control and greater signal strength in reception of programs from WCLO, Janesville, Wis., since it installed a Type "301-A" Western Electric 100-watt transmitter May 9, reports Robert W. Bliss, secretary. WCLO has just issued a handsome brochure detailing its market and coverage.

PROGRAM NOTES

EVIDENCE that drama is popular with listeners is offered by KYW, Chicago, in the fan mail received by "Padded Fists," a prize fight series, and "Home Folks," a family life drama.

THE NEW YORK Academy of Medicine on May 23 started weekly talks on medicine over CBS on a sustaining basis.

MARY ROBERTS RINEHART'S celebrated "Tish" stories have been dramatized for radio and will be inaugurated on the NBC-WJZ network June 6 at 10:45 p.m., EDST. They will be heard each Monday, Tuesday and Wednesday at the same hour. Marion Barney, of radio and stage experience, will play the principal role. Kathrine Seymour, NBC assistant continuity editor, has done the radio scripts.

WMAZ, Macon, Ga., has just completed its second annual spelling bee which is sponsored by the Bankers Insurance Company and made possible through the cooperation of the Bibb County public schools. Plans are under way to provide a half hour weekly on the station for use of the Boy Scouts, according to Edward K. Cargill, president of WMAZ.

TWO PROGRAMS which are winning acclaim over WTMJ, Milwaukee, are "Jimmy Baxter's Detective Agency," which has three children characters, and "Heinie and His Band."

FOX FILMS' special transcription series, "The Trial of Vivian Ware," was carried over WAAB and associated stations of the Yankee network, beginning May 21.

SHELL OIL Co., of California, in May used radio to conduct a sales convention. A remote control line was installed to the Shell Building for the opening address by G. Lehg-Jones, president of Shell, who addressed the audience in the eleven western states. KFRC, San Francisco, was the originating station. The program was carried to the coast stations of the CBS-Don Lee network.

THROUGH the Fox River Advertising Service, Green Bay, Wis., WHBY, Green Bay, is offering for syndication to other stations its "News You Hear Today and Read Tomorrow," a humorous digest of the news created and edited by Ray H. Leason.

KFRC, San Francisco, has begun a series of weekly releases called "Broadway Memories" in which it revives musical comedy success hits of 1900 when Nora Bayes, Bessie McCoy, De Wolfe Hopper, Bert Williams and others were in their heyday.

WNBH, New Bedford, Mass., was "saluted" by the Yankee Network with a special program May 23 on the occasion of its eleventh anniversary.

WFDF, Flint, Mich., celebrated its tenth anniversary on May 25 with a special varied program. Frank D. Fallain has owned the station from the beginning.

EQUIPMENT

WNAX, Yankton, S. D., has purchased the 105-C Western Electric 5-kw. transmitter of KVOO, Tulsa, which is installing a new Western Electric .50 kw. transmitter which will be used with power of 25 kw. under the Commission's recent grant. The WNAX installation is in charge of Ivar Nelson and H. A. Seils, engineers.

THE LAPEL MICROPHONE developed by the Bell Laboratories and being marketed to radio stations by Western Electric is the subject of Bulletin 619A just issued by Western Electric.

DUBILIER CONDENSER Corp., New York, is offering a special line of electrolytic condensers for the transmitter which are discussed in a bulletin by William Mason Bailey, Dubilier chief engineer, available from the engineering department, 4377 Bronx Blvd., New York.

CHICAGO district offices of RCA Victor have been moved from 100 West Monroe St. to the Butler Brothers' Building, 111 North Canal Street.

THE AFFILIATION of Western Television Corp., of Chicago, and Echophone Radio Manufacturing Co., Waukegan, Ill., was announced May 21 in a joint statement by Clem F. Wade and A. U. Magnan, presidents of the respective concerns. Echophone, which has been in business since 1921, will produce Western Television receivers for the home in addition to midgets and consoles. Western will continue television research and the manufacture of television broadcasting equipment. It has built the transmitters for the Chicago Daily News, the Milwaukee Journal, the La Presse (Montreal), the State University of Iowa and many others.

RCA-Victor Co., Inc., Camden, N. J., has established a Washington office in Room 1234 of the National Press Building. It has a large business with several departments of the Federal Government. Joseph T. Clement, former Hearst advertising executive, is in charge.

THE FREEMAN LANG Enterprises, Inc., Los Angeles, has recently purchased a Julius Bluthner Aliquot grand piano to be used in transcription recordings. Imported direct from Leipsig, Germany, at a cost of $3,600, the piano is available to all producers using the Freeman Lang studios.

U. S. Nets Praised By London Herald

BBC Compared Unfavorably With American Enterprise

FURTHER evidence of the shift in British sentiment from the so-called British system to the American plan of broadcasting is reflected in editorial comments in the English press bearing on the "radio coverage" of the World Disarmament Conference in Geneva. THE LONDON DAILY HERALD, in an article published Feb. 23 and written by its Geneva correspondent, W. N. Ewer, roundly criticized the British Broadcasting Corporation for its failure to cover the conference, and at the same time praised NBC and CBS for their excellent work in reporting the event to the American audience.

The article, which bore the headline "U. S. Radio Steps In and Takes It—Live Talks and Enterprising Interviews," follows:

"Geneva is being put 'on the air.' This Disarmament Conference is historical in a lot of ways. One of them is that it is the first international conference to be reported regularly by wireless.

"Not, of course, by the B. B. C. Nobody would expect it to take trouble about a little thing like a World Disarmament Conference.

"So Savoy-hill ignores. Certainly Vernon Bartlett is here, and does his Thursday night talk over the telephone.

"But that is just chance. He is at Geneva as a League official, not as a B. B. C. star.

"Contrast the Americans. Two big U. S. broadcasting companies—the National and Columbia—have realised the enormous interest there is in such things among listeners-in.

"So each of them has set up here in Geneva a special Disarmament Conference service, with a world-famous journalist in charge.

"Bill Hard is here for National and Frederic William Wile for Columbia.

"Night after night their commentaries on the situation go out from Geneva by telephone (via Paris, Boulogne, Dover) to Rugby; Rugby to New York by air, thence to the half-dozen main stations and 50 or so subsidiaries served by each big company all over the United States and half of Canada.

"Frederic Wile's and Bill Hard's voices tell listeners-in every evening how things are going here.

"In addition to these news talks there are regular contributions by the big men of the Conference, either speeches or interviews.

"Thomas, Simon, Grandi, Tar-Drummond, have all talked over dieu, Benes, Gibson, Sato, Yen and one or other circuits.

"Bruning went home before any arrangements could be made. So Bill Hard dashed off to Berlin and interviewed him there.

"A radio interview, of course, with all North America listening while the two men talked.

"The initiative and energy that are going into these American wireless reports are pretty nearly as big as the apathy and sterility of the B. B. C.

"And these talks are not advertisements for anybody's tooth paste or whatnot. They are 'inspired' efforts, arranged by National or Columbia, for the use of everybody who cares to use their broadcasts.

"It is a 'Radio' conference. It was nearly a 'Movie' conference.

"Some representatives of the Universal Motion Pictures Corporation came down to Geneva the other day to put on a special showing of 'All Quiet on the Western Front'—just to remind honourable delegates what war is like.

"The step was discussed by the Bureau of Conference. Mr. Henderson was warmly in favour of the idea.

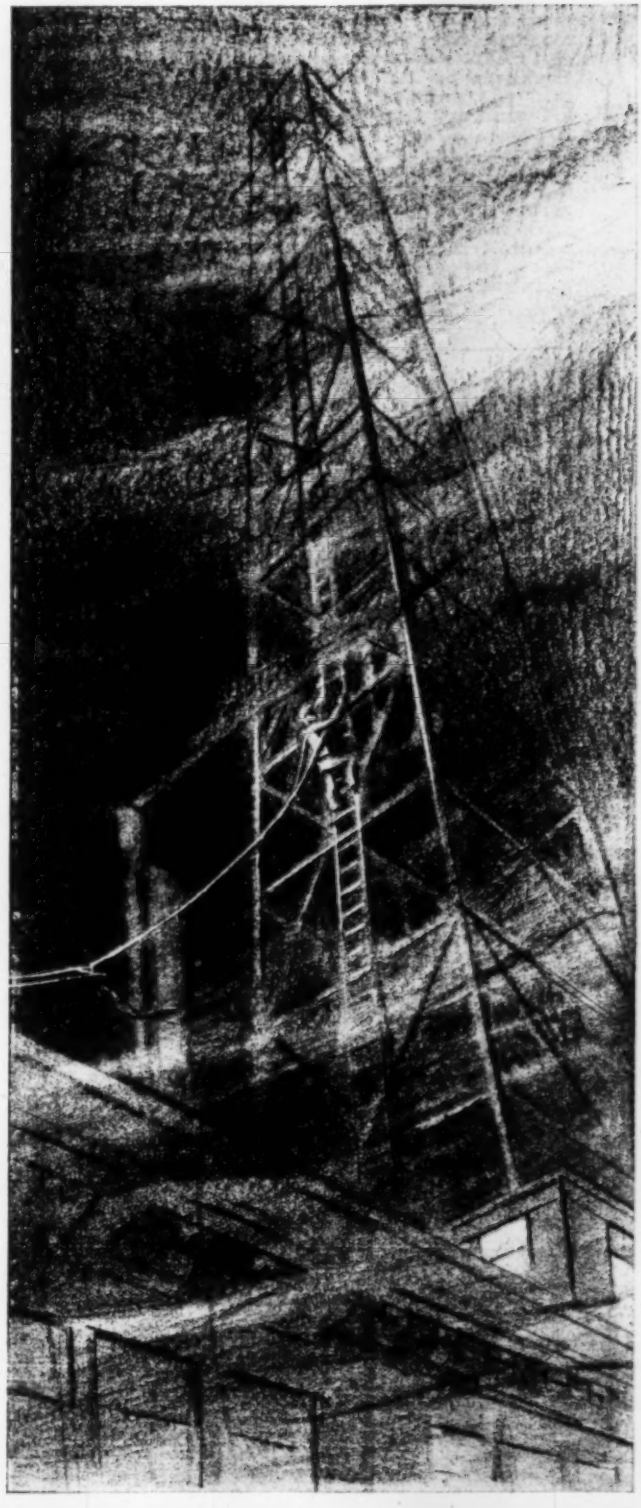
"Most of the Bureau was in favour. But three States opposed so vigorously that the plan had to be dropped.

"They were a curious trinity—France, Austria and Spain. What the conference really wants is a radio television from Shanghai."

Washington Visitors*

J. J. Jackson and Walter C. Evans, Westinghouse, Pittsburgh
Charles Gaines, World Broadcasting System, New York
Dr. Troy S. Miller and D. A. Clayton, WRHM, Minneapolis
Frank Falkner, Doolittle & Falkner, Chicago
C. R. Cummins, WRAK, Williamsport, Pa.
J. L. M. Smith, WBIG, Greensboro, N. C.
H. S. Hettinger, University of Pennsylvania, Philadelphia
Samuel Benjamin, WERE, Erie, Pa.
Clair Foster, American Radio Relay League, Carmel, Cal.
A. O. Lee, KFMX, Northfield, Minn.
C. A. Culver, WCAL, Northfield, Minn.
Richard Price, WLB, Minneapolis
C. E. Phillips, deputy attorney general of Minnesota
John B. Spriggs, Arthur B. Smith and E. A. Sloan, WNBO, Silverhaven, Pa.
Peter Goelet, Chester Township, N. Y.
Frank Mason, NBC, New York
Frank W. Wozencraft, RCA, New York.
A. F. Kleindienst and Ted Hill, WORC, Worcester, Mass.
Bishop Alma White, WAWZ, Zarapheth, N. J.
Edward P. Joyce, Jr., and I. Brimberg, WNYC, New York
Walter Whetstone, Jr., and George Roberts, WMSG and WBNX, New York
Paul A. Green, New York
A. L. Ashby and P. J. Hennessey, Jr., NBC, New York
Don E. Gilman, NBC, San Francisco
James Laughlin, KPO, San Francisco
K. B. Warner, A. R. R. L., Hartford, Conn.
Frank Page, I. T. & T., New York

**A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and* BROADCASTING, *May 15-28.*



LOYALTY

A SLEET-LADEN northeaster driving in off Lake Michigan whistled through the steel towers of KYW. Only forty minutes until the end of the evening program when a snap, then a thud on the roof of the transmitter building told that the ice-coated antenna had carried away.

The operator on watch secured a length of rope to the aerial, fought his way up the glazed ladder of the tower and succeeded in temporarily securing the wires. Back in the station the transmitter was quickly rebalanced, power applied and the show went on. KYW's log for that night reads "Number 2 halyard parted in gale, hoisted clear, set adjusted—off air 5 minutes 40 seconds."

Loyalty such as this is characteristic of the whole Westinghouse organization and has helped to win and retain the leadership which Westinghouse radio stations hold today.

Westinghouse Station KDKA made the now historical first regular broadcast on November 2, 1920, and since that time has never missed a day on the air. The other Westinghouse stations, KYW and WBZ and WBZA have comparable records of reliability and, with KDKA, continue to broadcast the same high quality programs that they have in the past.

T 79235

WESTINGHOUSE • RADIO • STATIONS

KDKA	KYW	WBZ	WBZA
Pittsburgh, Pa.	Chicago, Ill.	Boston, Mass.	Springfield, Mass.

FOR YOUR CONVENIENCE —

Radio Station KFH Has Established Offices In Chicago In Charge of

MR. WILLIAM G. RAMBEAU

Located at 709-10 London Guarantee Bldg.
360 No. Michigan Ave., Phone Andover 1470

Information concerning the Wichita Territory, audience, coverage, wholesale and retail outlets, merchandising service and other items which have made KFH the outstanding station of the Middle-west is immediately available.

Your program, be it announcements, Columbia Network, transcriptions through a recognized representative, or live talent will receive Mr. Rambeau's closest personal attention.

K·F·H
WICHITA
KANSAS

Phone him!

A 'Court' of Advertising

(*Continued from page 6*)

dict of the Review Committee shall be binding only in case the parties concerned agree in advance to accept the decision of the Committee. The Committee shall make its own rules of procedure."

Committees of the A. N. A. and A. A. A. A. have been studying current advertising for some months with a view to observing and classifying what might be regarded as an undesirable appeal as the basis for formulating a code as simple and practicable as possible. The personnel of the joint committee included (for the A. N. A.) Ralph Starr Butler, General Foods Corp., chairman; P. K. Thomson, Western Electric Co.; J. E. D. Benedict, Metropolitan Life Insurance Co.; Lee H. Bristol, Bristol-Myers Co., and Paul B. West, managing director of the A. N. A., and (for the A. A. A. A.) J. K. Fraser, The Blackman Co.; A. H. Kudner, Erwin, Wasey & Co.; C. D. Newell, Newell-Emmett Co.; Raymond Rubicam, Young & Rubicam; John Benson, president, A. A. A. A., and Fred R. Gamble, executive secretary, A. A. A. A.

"Voice of the Alleghenies"

WFBG Altoona, Pennsylvania

WM. F. GABLE CO.

Near the Famous Horse Shoe Curve

• • •

COVERS CENTRAL PENNSYLVANIA with population area of 300,000.

IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

Unfair Practices List

SO THAT advertisers, publishers and agencies may have a code of standards for their guidance, the following list of practices that are called unfair to the public and tend to discredit advertising was formulated and approved by both associations:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product, or service, through distortion of details, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudo-scientific advertising, including claims insufficiently supported by accepted authority, or that distort the true meaning or application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

KYA . . . . where San Francisco Dials Stop More Often —and Stay Longer

THE people of San Francisco and its immediate territory are high in their praise of KYA. This station is first in strictly local listener interest in San Francisco. KYA is a regional station, and its programs are built by people who understand the program desires of the listener. That is why it has gained and retains listener preference in this area.

The listener preference of KYA is your assurance of advertising results. The sales messages from this station are accepted in the homes of our listeners who have learned to depend on this station for programs that are sincere. This listener preference means immediate profitable results for your product. Let this station deliver your message throughout this responsive territory. Our program department will be pleased to assist you. Write or wire for rates, coverage data, etc.

Electrical Transcriptions

We are equipped to handle programs by electrical transcription using WESTERN ELECTRIC single or double turntables, 33 1/3 and 78 r.p.m.

PACIFIC BROADCASTING CORPORATION

988 MARKET STREET — 1000 Watts .. 1230 Kilocycles — SAN FRANCISCO, CAL.

EDWARD McCALLUM, Manager

Country-wide

Broadcasting Service opens Washington Studio

With the opening of the new recording studio in the Washington Building by the World Broadcasting System, the facilities of Western Electric Noiseless Recording are made available. Congressmen and government officials will now find at their service radio's most up-to-date method, using the leading stations of each community through the installation of Western Electric's broadcasting equipment. These stations may be used singly or in groups.

You will be very welcome at the new studio.

World Broadcasting System, Inc.

Washington Building, Washington, D. C.

50 West 57th St., New York City 179 King St., W., Toronto 6-242 General Motors Bldg, Detroit
SOUND STUDIOS OF NEW YORK, INC. (Subsidiary of World Broadcasting System, Inc.)
WESTERN ELECTRIC LICENSEE

LAST CALL
for
Frequency Monitors

June 21, deadline for General Order 116, will soon be here. Will your station be allowed to continue operating? It will if you have ordered General Radio frequency-monitoring equipment, because General Radio has Federal Radio Commission approval and General Radio is making deliveries on schedule.

Here is a summary of the reasons for your choice of General Radio. No other monitor has all of these advantages:

1. General Radio makes a definite accuracy guarantee, a promise of performance that has been proved by actual routine operation in almost 100 stations.

2. The General Radio monitor has the large visible meter showing at all times direction as well as the amount of a frequency drift.

3. The General Radio monitor mounts *either* on a standard relay rack or on a small desk-type rack.

4. The price is $550. Liberal discount for cash or terms can be arranged.

ORDER TODAY BY TELEGRAPH COLLECT

GENERAL RADIO CO.

CAMBRIDGE A, MASSACHUSETTS

Many Stations Still Wide on Deviation

Forty Per Cent Don't Comply With G. O. 116 in April

MORE THAN 40 per cent of the country's broadcasting stations measured by the radio division of the Department of Commerce at the end of April had failed to comply with Rule 145, which after June 22 limits transmitter deviation to 50 cycles, according to a report just released.

Of the 458 stations checked, 273 or 59.6 per cent came within the new restriction. This was an improvement of 6.1 per cent over the February record, the next best month. Seventy-seven deviated less than 100 cycles, 55 less than 200 cycles and 53 more than 200 cycles.

Following are the stations which kept within 50 cycles:

KABC, KCRC, KDFN, KDKA, KERN, KFAB, KFAC, KFBK, KFDM, KFEQ, KFH, KFI, KFJI, KFJR, KFJZ, KFKU, KFKX-KYW, KFLV, KFOR, KFOX, KFPM, KFPY, KFRC, KFSD, KFUO, KFVD, KFWB, KFWI, KFXD, KFXF, KFXM, KFYR, KGCA, KGCX, KGER, KGEZ, KGFF, KGFJ, KGFK, KGGF, KGIZ, KGKO, KGKX, KGKY, KGO, KGRS, KGVO, KGW, KHQ, KIT, KJBS, KLO, KLRA, KLX, KLZ, KMA, KMAC, KMBC, KMED, KMJ, KMO, KMOX, KMPC, KMTR, KNX, KOA, KOAC, KOH, KOIL, KOIN, KOL, KOMO, KOY, KPJM, KPO, KPPC, KQW, KRE, KRKD, KRLD, KRSC, KSAC, KSD, KSL, KSOO, KSTP, KTAB, KTAR, KTAT, KTBR, KTBS, KTHS, KTM, KTRH, KTSA, KTSM, KVI, KVOO, KWG, KWJJ, KXRO, KXYZ, KYA, WAAB, WAAF, WAAT, WAAW, WABC-WBOQ, WABZ, WADC, WAPI, WASH-WOOD, WAWZ, WBAA, WBAI, WBAP, WBBL, WBBR, WBEN, WBHS, WBMS, WBNX, WBSO, WBT, WBTM, WBZ-WBZA, WCAC, WCAH, WCAJ, WCAO, WCBA, WCCO, WCFL, WCHI, WCLS, WCMA, WCRW, WCSH, WDAE, WDBJ, WDOD, WDSU, WEAF, WEAN, WEBQ, WEBR, WEDC, WEEI, WEHC, WELL, WENR, WERE, WFAA, WFBL, WFEA, WFI, WFIW, WGCM, WGCP, WGES, WGH, WGN-WLIB, WGR, WGY, WHAD, WHAM, WHAS, WHAZ, WHBU, WHBY, WHDH, WHEC, WHFC, WHK, WHN, WHO, WHP, WIBO, WIBW, WIBX, WINS, WIP-WFAN, WIS, WISN, WIBG, WJAR, WJAS, WJAX, WJAY, WJBW, WJDX, WJKS, WJSV, WJTL, WJW, WJZ, WKAR, WKAV, WKBB, WKBF, WKBH, WKBI, WKBN, WKRC, WKY, WKZO, WLBZ, WLEY, WLIT, WLS, WLTH, WLVA, WLW, WMAL, WMAQ, WMBC, WMBD, WMBQ, WNAC-WBIS, WNAX, WNBH, WNBW, WNYC, WOAI, WOAX, WOC, WODA, WOI, WOKO, WOL, WOPI, WOR, WORC-WEPS, WOS, WOW, WOWO, WPAD, WPCH, WPEN, WPG, WPRO-WPAW, WQAM, WQBC, WRAW, WRAX, WRC, WRDO, WREN, WRHM, WRJN, WRR, WRUF, WRVA, WSAI, WSAN, WSAR, WSB, WSBC, WSM, WSUI, WSYB, WTAG, WTAM, WTAR-WPOR, WTAW, WTIC, WTJS, WTMJ, WTOC, WWJ, WWRL, WWVA, WXYZ.

Educational Programs

(*Continued from page 11*)

important as competition in the field increases. It is here, in my opinion, that educational broadcasts are rendering their greatest service to the station. Such an educational series as that of the American School of the Air provides station managers with a valuable means of contacting the cultural elements in their communities, generally not reached through commercial programs.

Two nation-wide contests sponsored by the American School of the Air have been used by certain stations with interesting results locally. Thus, a George Washington Art Contest—part of a series of Art Appreciation broadcasts—was in some cases, tied up with local Bicentennial activities and aroused much community interest. Exhibits of original school work inspired by radio lessons have been held in libraries and art centers in several cities. An Edwin Markham Poetry Contest brought national response, and stations covering the "home towns" of those receiving honorable mention over the air, presented the winners in local broadcasts.

Pupils Better Read

THE INTEREST of public libraries was stirred by one station which instigated a statistical study of the relative outside reading record of children in radio-equipped schools and non-radio schools. It was found that pupils in schools receiving the American School of the Air programs had an outside reading record six times that of pupils in the best non-radio schools and 33 times that of the poorest non-radio school.

Summing up then, educational broadcasts such as those of the American School of the Air, in addition to achieving their primary purpose in the educational field, can become a distinct commercial asset and contribute much to the prestige of the station and thus to the network as a whole if properly valued and publicized by stations using them.

THE BRITISH Broadcasting Corporation moved on May 14 from Savoy Hill to the new Broadcasting House in London. The dedicatory program was carried to this country via BBC's short-wave station, G5SW, Chelmsford, and rebroadcast by the NBC-WJZ net.

RCA

FREQUENCY MEASURING SERVICE

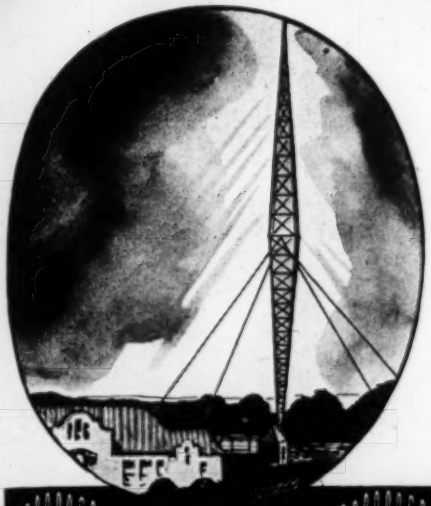
Accurate measurements of your station frequency when you need them most.

Do you comply with General Order 116?

JUNE 22 WILL SOON BE HERE.

R. C. A. COMMUNICATIONS, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.



To keep your station on the "straight and narrow"

GOVERNMENT ASSIGNED FREQUENCY

. . . install a Western Electric Frequency Monitoring Unit!

(Federal Radio Commission Approval No. 1453)

In accordance with General Order No. 116 issued by the Federal Radio Commission, all broadcasting stations must be equipped for positively testing adherence to government assigned frequencies.

The Western Electric No. 1A Frequency Monitoring Unit—holding approval No. 1453 from the Federal Radio Commission—accurately checks the frequency of radio transmitters. It incorporates a precise source of radio frequency energy, which is used as a standard for comparison, and an accurate meter for indicating deviation from the assigned frequency. Input may come from either a modulated or an unmodulated source.

Engineered by Bell Telephone Laboratories and made by Western Electric—pioneers in the field of precise crystal controlled frequency oscillators.

Western Electric No. 1A Frequency Monitoring Unit

Consists essentially of Western Electric No. 700A Quartz Crystal Oscillator, two stages of screen grid amplification, detector and visual indicator which registers frequency difference between oscillator in transmitter and oscillator in monitoring unit.

Distinctive Features

1. All apparatus contained in a compact metal cabinet. Being a precision instrument, it is designed primarily for use on the operator's desk. Where desired it may be mounted on a standard 19" rack by means of a shelf which the Western Electric Company has available.
2. All A. C. operation. Complete power apparatus included for operating from either 110 or 220 volt supply. No "A" or "B" batteries.
3. Improved modern temperature control circuit. New gaseous relay tube avoids use of mechanical relay and danger of overheating. Fixed mercury thermostat requires no adjustment.
4. Flexibility. May be connected into any stage of the transmitter or used entirely apart from it by means of an antenna since accuracy is not affected by modulation.
5. Direct audible as well as visual indication of frequency difference is available.
6. Inherent accuracy. Actual frequency difference utilized directly without intermediate steps. Accuracy independent of aging of tubes and input level. Frequency scale open and effectually utilized.

GRAYBAR ELECTRIC CO. B 6-32
Graybar Building, New York, N. Y.

Gentlemen: Please send me full information and booklet on the Western Electric No. 1A Frequency Monitoring Unit.

NAME .....

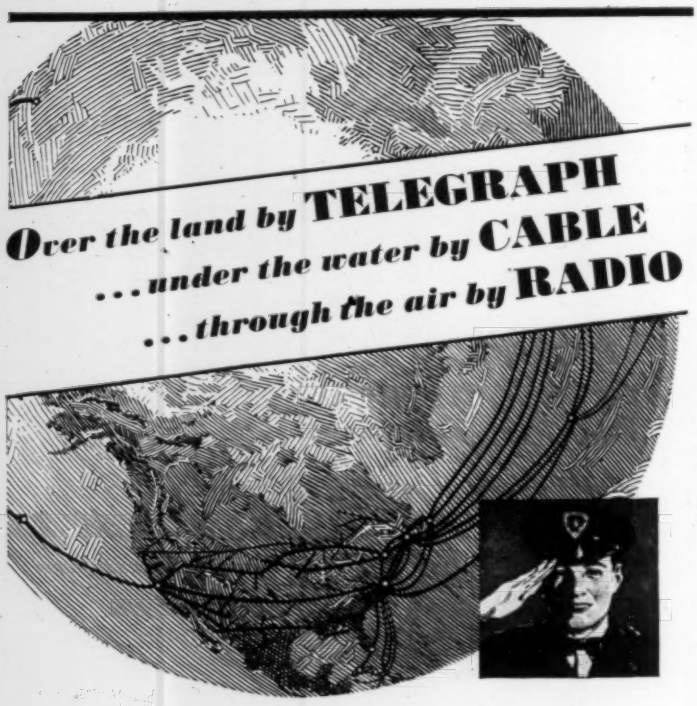
ADDRESS .....

CITY ..... STATE .....

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by GRAYBAR *Electric Company*



Over the land by TELEGRAPH
...under the water by CABLE
...through the air by RADIO

***..Coordinated Communications that* COVER THE WORLD**

● Across the town or across the state...across the country or across the seven seas...it makes no difference when you use Postal Telegraph. For Postal Telegraph is part of the great International System, which provides fast, accurate, dependable message communication to the entire world through the perfect coordination of telegraph, cable and radio facilities.

Postal Telegraph reaches 80,000 places in the United States and Canada.* Working in conjunction with the other members of the International family, it reaches Europe, Asia and The Orient through Commercial Cables; Central America, South America and the West Indies through All America Cables; and ships at sea via Mackay Radio.

Use Postal Telegraph. As a member of the International System, it is the only American telegraph company that offers a world-wide service of coordinated record communications under a single management.

**In Canada, through the Canadian Pacific Railway Telegraphs.*

To Telephone a Telegram, Cablegram or Radiogram just call
"POSTAL TELEGRAPH"
or *dial* your local Postal Telegraph office.
Charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables* — *Mackay Radio*

More Educationals Turn Commercial

TO THE LONG list of educational stations which have gone commercial in recent months may be added WAPI, Birmingham, clear channel outlet authorized to increase its power to 25 kw. and KUOA, Fayetteville, Ark., 1 kw. regional. WAPI, formerly operated by the state in connection with three of its colleges, goes commercial June 1, with Ormond O. Black, of the Protective Life Insurance Co., as manager. Carol Gardner, former manager, becomes program director. The station is incorporated as WAPI Broadcasting Co., and the transfer has been approved by the Radio Commission.

KUOA, licensed to the University of Arkansas, was granted authority by the Commission May 20 to assign its license voluntarily to the Southwestern Hotel Co.

Meanwhile the Commission has granted authority to a number of educational and institutional stations to suspend operation during the summer. On May 24 this authority was given KOCW, Chickasha, Okla., operated by the Oklahoma College for Women; KBPS, Portland, Ore., operated by Benson Polytechnic Institute, and WHAZ, Troy, New York, operated by Rensselaer Polytechnic Institute.

Canada Passes Bill

(*Continued from page 13*)

and of the broadcasting industry in the United States require that the United States delegation to the International Radio Conference at Madrid in September, 1932, shall be guided by the following principles:

1. The delegation is not bound by the proposals submitted in the name of the United States about April 1, 1931, in so far as those proposals are inconsistent with allocating additional frequency bands below 550 kc. to broadcasting.

2. The delegation should take the proposals of the International Broadcasting Union (i. e., that the bands 150 kc.—285 kc. and 370 kc—460 kc. be allocated to broadcasting) as the basis for its position, qualified only by consideration of the legitimate needs of air and maritime navigation and other services which have a real need for the frequencies in question and which can not be carried on either elsewhere in the radio spectrum or by wire.

3. The delegation should refrain from proposing, and should, so far as possible, avoid the allocation of frequencies in the band above 1500 kc. (e. g., 1500 kc.—1700 kc.) for ordinary broadcasting in North America (as distinguished from frequencies below 550 kc.) because of the well-known and generally recognized unsuitability of the higher frequencies for broadcasting.

4. The delegates should refrain from opposing, and should support, any revision of the International Radio Convention necessary to give to associations of broadcasters the same status as is now enjoyed at meetings of the International Technical Consulting Commission by private operating enterprises.

'Postephony' Is Name Given Sound Recording

A NEW TERM for the electrical recording and reproduction of sound was coined by J. E. Otterson, president of Electrical Research Products, Inc., in a recent address before the Electrical Association of New York, Inc., at the Hotel Astor, New York. The term is "postephony," which he translates as "later sound" or "sound after."

Discussing "A Decade of Progress in the Recording and Reproducing of Sound," Mr. Otterson traced the evolution of sound recording and stated: "Our present day instruments are perfect enough to record and reproduce all of the frequencies which the human ear can hear with a resulting improvement in naturalness."

Music Sales Good

(*Continued from page 13*)

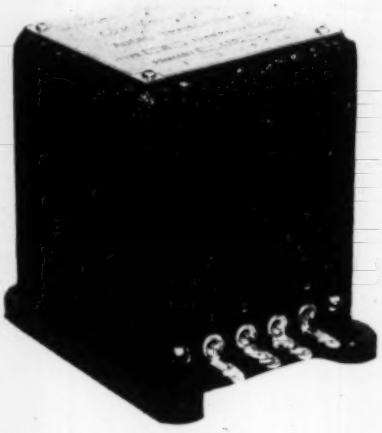
ties. As cash customers many of them are not all that is desired. They never seem to go inside the store. But the proprietors never appear anxious to ask them to move on. A crowd standing outside a store—a music store, at any rate—has its advertising value perhaps, although, strange to relate, the romantic youths often so jam the immediate approach to the little shop that it is as much as the genuine cash customer, bent on making a purchase, can do to elbow his way inside.

In the old days a piano player was frequently stationed inside, vamping out the hits with a key, banging assiduously, but the owners evidently found it cheaper and just as efficient to employ a phonograph.

Popularity Sans Fame

CONSIDERING the amount of pleasure a large section of humanity gets from popular songs, there is no doubt that there is much in the song writer's present-day peevishness. Thousands hum his tunes—become ecstatic over them. Romances, marriages even, are made and broken through their medium. And in nine cases out of ten the happy couple, joined through a mutual affection for the air of some "sweetheart" melody, never know who wrote it—words or music. That is unless the piece happens to be the production of a very well known house.

Not that the song writers would mind this oblivion so much if financial returns were better. But they say that nowadays a "hit" may return its composer only $2,000 from sheet-music sales during its three to five months' existence, whereas years ago the same song would have produced $10,000. It may be that what has come to be reckoned a "hit" today is not quite the same as it was. Many poets whose names and fame are known to every one are but seldom read, and then without enthusiasm; but the song composer, purveyor of fun and frolic to the masses, remains unknown.



DeForest Studio Type Audio Transformers are available as follows:
Repeat Transformer—500 to 500 ohms.
Line-to-Tube Transformer—500 to 100,000 ohms.
Inter-Stage Audio Transformer—3-1 ratio, for push-pull to push-pull, or from tube to push-pull.
Output Transformer—tube to 500-ohm line. Push-pull tubes to 500-ohm line Transformer.
Microphone Output Transformer—25,000 to 500 ohms, step-down.
—45 push-pull to 500-ohm line Transformer.
500-ohm line to tube Transformer, in two models: (1) 0 level to +27 DB modulator input; (2) tube to line input from —60 to 0 DB level.
Microphone Transformer — two-button mike, 200 ohms per button.
Line-to-line Repeat Transformer—200 to 200 ohms.
Speaker Transformer—for —45 push-pull.
Any desired line-to-microphone output Transformers.
High impedance choke for impedance coupled amplifier, 200 henries at 4 milliamperes.

de Forest
(AUDIONS)
RECEIVING AND TRANSMITTING TUBES

de Forest

Studio Type
AUDIO TRANSFORMERS

SEEKING ultimate quality for its broadcast transmitting equipment, DeForest engineers have devoted meticulous attention even to such special details as audio transformers. To meet DeForest standards an entire line of studio type transformers has been developed. These components, now offered to other builders of quality equipment, feature:

Complete Shielding

Each transformer is protected by cast-iron case 1/4 inch thick, insuring complete magnetic and electrostatic shielding and eliminating any additional precautions at time of mounting.

Unique Windings

Primary in two sections, secondary in four sections, reducing distributed capacity to minimum and materially improving the coupling. Due to unique form of winding, coils can be impregnated without affecting distributed capacity. Negligible leakage resistance.

Thorough Impregnation

Coils are vacuum impregnated, eliminating all trace of moisture. Because of thorough impregnation and sealing, transformer is unaffected by tropical or damp climatic conditions.

Increased Core Area

Core area is considerably increased over corresponding types, while keeping copper losses and distributed capacity at minimum. Eddy current and hysteresis losses exceptionally low. Highest permeability core material, consistent with detrimental effects of D.C. and mechanical handling, is employed.

Superior Performance

Foregoing refinements result in performance heretofore realized only with finest laboratory equipment. Frequency response curves tell the story. Primaries and secondaries of two or more transformers can be wired in parallel or series for any desired combination.

Write for technical data on DeForest Studio Type Audio Transformers. And remember, DeForest builds complete radio telegraph and telephone transmitters, crystal controls and monitors, rectifier units, audio amplifiers, and other units, as well as tubes of all types for every transmitting, receiving and special purpose.

DEFOREST RADIO COMPANY
PASSAIC » » « « NEW JERSEY

ACTIONS OF THE
FEDERAL RADIO COMMISSION
MAY 15 to MAY 30 INCLUSIVE

Applications . . .

MAY 15

WLD, Ludington, Mich.—Modification of CP for extension of completion date to 6-30-32.

W3XJ, Wheaton, Md.—License covering CP for 1550 kc., 500 w.; for sound transmission in connection with visual broadcasting.

MAY 17

WDEV, Waterbury, Vt.—CP to change from 1420 kc., 50 w., specified hours, to 1470 kc., 500 w., 8 hours per day, and make changes in equipment.

WLTH, Brooklyn—License to cover CP granted 4-12-32 for changes in equipment.

NEW, Newport, R. I.—John E. McGoff and Ralph M. Sutcliff for CP to use 1280 kc., 100 w., 8 hours per day.

WCAU, Philadelphia—Modification of CP for auxiliary transmitter; requests authority to install different equipment.

WSMK, Dayton, O.—Modification of license to change from specified hours to unlimited time, facilities of KQV.

NEW, Lancaster, Pa.—Lancaster Broadcasting Service, Inc., for CP to use 920 kc., 1 kw., D.

WNBR-WGBC, Memphis—Install automatic frequency control.

WGST, Atlanta—Modification of license to change from 250 w., 500 w. LS, to 500 w., day and night—experimentally.

NEW, Meridian, Miss.—Meridian Broadcasting Co. for CP to use 1400 kc., 250 w., unlimited.

WNOX, Knoxville—CP to move station from Knoxville to Greenville, S. C., and make changes in equipment.

WCFL, Chicago—CP to move transmitter from Chicago to York Township, Ill., and install new equipment, change from 1½ kw. power to 5 kw., and limited time to unlimited time.

WCLO, Janesville, Wis.—License to cover 4-P-B-2507 granted 3-22-32 for change of transmitter.

MAY 19

To install automatic frequency control: WAAM, Newark; WAGM, Presque Isle, Me.; WSIX, Springfield, Tenn.; KUJ, Walla Walla, Wash.; KFWB, Hollywood, Cal.; KTAB, San Francisco.

WHAS, Louisville, Ky.—Modification of CP granted 11-17-31, to extend completion date to 8-17-32.

KFAB, Lincoln, Neb.—Modification of CP granted 11-17-31, to extend commencement date to 11-1-32.

NEW, Indianapolis—Thirty-First Street Baptist Church for CP, amended to request 600 kc., 250 w., D.

KSL, Salt Lake City, Utah—Modification of CP granted 11-17-31, to request extension of completion date to 11-17-32.

WESG, Glen Falls, N. Y.—CP requested, change in frequency from 1370 kc. to 1420 kc. in addition to request to move to Elmira, N. Y. (correction.)

Applications returned: WRNY, New York—Change frequency and increase time; NEW, John J. Schnupp, Jr., Jeannette, Pa.—CP on 1120 kc.; NEW, Liberty Broadcasting Company, Greenville, S. C.—CP on 1240 kc.; WDBO, Orlando, Fla.—Change frequency and increase power, experimentally; NEW, J. B. McLaughlin, La Grande, Ore.—CP on 1200 kc.

MAY 21

WGY, Schenectady, N. Y.—License to cover CP granted 1-19-32 for changes in equipment.

WSVS, Buffalo, N. Y.—CP to install new transmitter.

WFBR, Baltimore, Md.—License to cover CP granted 3-1-32 for new transmitter.

WCOH, White Plains, N. Y.—Modification of CP to install new transmitter.

NEW, Bridgeton, N. J.—The Garden State Radio Co. for CP to use 1200 kc., 100 w., specified hours of operation.

To install automatic frequency control: WJAY, Cleveland; WKBB, Joliet, Ill.

WJSV, Alexandria, Va.—CP to move transmitter from Mt. Vernon Hills, Va., to Bailey's Cross Roads, Va., and install new transmitter.

WNBO, Silver Haven, Pa.—CP (modification) to move station to Monongahela, Pa.

WHEF, Kosciusko, Miss.—Modification of CP to move station to Jackson, Miss.

NEW, Muskogee, Okla.—Karroto Finance Corp. for CP to use 1210 kc., 100 w., specified hours (facilities of KGMP, Elk City, Okla.)

WOAI, San Antonio, Tex.—Extend completion date of CP to 6-28-32.

KMBC, Kansas City, Mo.—CP to install new transmitter.

NEW, Galesburg, Ill.—Samuel E. Yaste & Burrell Barash for CP to use 1310 kc., 100 w., unlimited (facilities of WKBS, Galesburg, Ill.)

KGIR, Butte, Mont.—Modification of license to change frequency from 1360 to 1340 kc.

KRSC, Seattle, Wash.—CP to make changes in equipment and increase power from 50 w. to 100 w.

KRE, Berkeley, Cal.—Modification of license to change from specified hours to unlimited time.

W3XAL, Bound Brook, N. J.—Modification of license for increase in power to 35 kw.; experimental relay broadcasting.

NEW, Mason, O.—Crosley Radio Corp. for new CP for 700 kc., 100 to 500 kw.; special experimental service.

MAY 25

To install automatic frequency control: WABI, Bangor, Me.; WBAP, Fort Worth; K6VO, Missoula, Mont.

WHOM, Jersey City—Modification of license to change from sharing with WBMS, Hackensack, N. J., and WNJ, Newark, N. J., to unlimited time.

WDEL, Wilmington, Del.—Modification of license to change from 250 w., 500 w. LS, to 500 w. day and night on experimental basis.

WLBW, Oil City, Pa.—CP to move station to Erie, Pa.

WNAX, Rapid City, S. D.—CP to use 570 kc., 1 kw., share with WNAX, Yankton, S. D.

KSO, Clarinda, Ia.—CP amended to request move studio to Des Moines, (instead of Creston) transmitter location to be determined, and change from 1380 kc., 500 w, share with WKBH at night to 1370 kc., 100 w., 250 w. LS, unlimited time.

W3XL, Bound Brook, N. J.—Modification of general experimental license for increase in power to 100 kw.

MAY 26

WGCP, Newark—License to cover CP granted 2-5-32 to move transmitter locally and make changes in equipment.

WAPI, Birmingham—Modification of CP for 25 kw.; requests extension of commencement and completion dates to 6-15-32 and 12-15-32 respectively.

To install automatic frequency control: WSOC, Gastonia, N. C.; KVOA, Tucson, Ariz.

WDBO, Orlando, Fla.—Modification of license resubmitted requesting change from 1120 kc. to 580 kc., amended to omit request for increased power to 500 w.

KFXF, Denver—License to cover CP granted 1-15-32 to move transmitter locally.

MAY 27

WAGM, Presque Isle, Me.—Modification of license to change from unlimited to specified hours.

WNBX, Springfield, Vt.—Voluntary assignment of license to WNBX Broadcasting Corp.

WJBI, Red Bank, N. J.—CP to make changes in equipment.

To install automatic frequency control: WOPI, Bristol, Tenn.; WHBF, Rock Island, Ill., and KBPS, Portland, Oreg.

WENC, Americus, Ga.—License to cover CP granted 2-19-32 for a new station on 1420 kc.

WEBC, Superior, Wisc.—CP to move transmitter locally and make changes in equipment.

KGNO, Dodge City, Kans.—CP to change from 1210 kc., 100 w., unlimited, to 1340 kc., 250 w., unlimited, and make changes in equipment.

KUJ, Walla Walla, Wash.—Modification of license to change from specified hours to D.

KOY, Phoenix, Ariz.—Modification of license amended to request 500 w., 1 kw. LS, instead of 1 kw. day and night, on 1390 kc.

MAY 28

WERE, Erie, Pa.—Modification of license for change of corporate name to Erie Broadcasting Corporation.

WJR, Detroit, Mich.—Automatic frequency control.

KWWG, Brownsville, Tex.—Voluntary assignment of license to Frank P. Jackson.

Following applications returned to the applicant: WHBC, Canton, O.—CP for 100 w., unlimited time. (Rule 49-A).

WELL, Battle Creek, Mich.—Voluntary assignment of license to WELL, Inc. (Rule 43).

WHBD, Mt. Orab, O.—Voluntary assignment of license to Southern Ohio Broadcasting Corp. (Rule 43).

KMAC, San Antonio, Tex.—Voluntary assignment of license to Walmac Company, Inc. (Rule 43).

Decisions . . .

MAY 17

WALR, Zanesville, O.—Granted consent to voluntary assignment of license to WALR Broadcasting Corp, effective June 1; also granted CP to make changes in equipment and move transmitter and studio from East Pike to 434 Main St., Zanesville, and install automatic frequency control.

KGFL, Raton, N. M.—Granted CP to move transmitter and studio from Raton to Santa Fe, N. M., make changes in equipment and increase operating power from 50 to 100 w.

WIAS, Ottumwa, Ia.—Granted modification of license to change hours of operation to the following: Daily, 7:30 a.m. to 1:30 p.m.; 2:30 p.m. to 12:30 a.m. Sundays, 6 to 8:30 a.m.; 9 a.m. to 2:30 p.m.; 4 to 7:30 p.m. and 9 to 11 p.m.

KFGQ, Boone, Ia.—Granted modification of license to change hours of operation to the following: Daily: 6 to 7:30 a.m.; 1:30 to 2:30 p.m. Sundays, 8:30 to 9 a.m.; 2:30 to 4 p.m.; 7:30 to 9 p.m.; 11 p.m. to 12 midnight.

WMBH, Joplin, Mo.—Granted modification of license to increase hours of operation on Sunday, 1:45 to 2:30 p.m.

WBHS, Huntsville, Ala.—Granted license covering erection of new station to operate on 1200 kc., 50 w., share with WFBC.

WHO-WOC, Mitchellville, Ia.—Granted modification of CP extending completion date to Aug. 17.

WMAZ, Macon, Ga.—Granted authority to operate until sunset at Portland, Ore., while KOB is being moved to Albuquerque, N. M.

WSB, Atlanta—Granted modification of CP extending commencement date of CP to June 15 and extending completion date to Dec. 15.

KVOO, Tulsa, Okla.—Granted modification of CP extending commencement date of CP to May 1, and completion date to Aug. 15.

WOR, Newark—Granted modification of CP extending commencement date to Sept. 16 and completion date of CP to Nov. 16.

Granted authority to install automatic frequency control: WJDX, Jackson, Miss.; KECA, Los Angeles; KGAR, Tucson, Ariz.; KFEL, Denver, and KDB, Santa Barbara, Cal.

W9XB, Chicago—Granted license for general experimental service; 60,000-400,000, 15 w.

W9XA, Denver—Granted renewal of special experimental license until June 29, 1932, 830 kc., 12½ kw.

KTBS, Shreveport, La.—Denied motion to dismiss application of the Baton Rouge Broadcasting Co., Inc., which has applied for facilities of KTBS. Hearing scheduled for May 25 to be held.

MAY 20

NEW, The Southwest Broadcasting Co., Lamar, Col.—Granted CP for new station to operate on 1420 kc., 100 w., share with KGIW.

WBBM-WJBT, Chicago—Granted modification of CP extending completion date to June 17.

KSL, Salt Lake City—Granted modification of CP approving 50 kw. equipment and given authority to operate so as to specify new site for transmitter.

KFYO, Lubbock, Tex.—Granted temporary license covering move of station to Lubbock from Abilene; 1310 kc., 100 w. night, 250 w. LS, unlimited time.

WLBL, Stevens Point, Wis.—Granted license covering installation of new equipment and moving transmitter locally; 900 kc., 2 kw., D.

KDFN, Casper, Wyo.—Granted license covering change in frequency, increase in power and installation of new equipment, 1440 kc., 500 w., unlimited time. (Granted two licenses, one to June 1, and other to Nov. 1.)

KUOA, Fayetteville, Ark.—Granted consent to voluntary assignment of license to Southwestern Hotel Co.

WILL, Urbana, Ill.—Granted authority to cease operating during vacation from 11 a.m.,CST, June 13, to 7 p.m., CST, Sept. 13; time to be used by KFNF, Shenandoah, Ia.

WMRJ, Jamaica, N. Y.—Granted request to relax rule 145, pending decision on hearing on renewal of license.

WHEF, Kosciusko, Miss.—Granted extension of commencement and completion date for 60 days and 180 days from March 18.

WWVA, Wheeling, W. Va.—Granted authority to use auxiliary transmitter for two weeks while moving main transmitter to operate with 500 w.

KELW, Burbank, Cal.—Granted temporary license, 780 kc., 500 w., share with KTM.

WHAS, Louisville—Granted modification of CP extending completion date to Aug 17.

KFAB, Lincoln, Neb.—Granted modification of CP extending completion date to Nov. 1.

KSL, Salt Lake City—Granted modification of CP extending completion date to Nov. 17.

WSBC, Chicago—Granted renewal of license, 1210 kc., 100 w., hours of operation: Daily: 10 to 11:30 a.m.; 1:30 to 3:30 p.m.; 5 to 6 p.m.; 8 to 9 p.m. and 11 p.m. to 12 midnight, CST.

WEDC, Chicago—Granted renewal of license, 1210 kc., 100 w., hours of operation: daily, 8:30 to 10 a.m.; 3:30 to 5 p.m.; 7 to 8 p.m., 10 to 11 p.m.; 1 to 3 a.m., CST.

WCRW, Chicago—Granted renewal of license, 1210 kc., 100 w., hours of operation: daily: 7 to 8:30 a.m.; 11:30 a.m. to 1:30 p.m.; 6 to 7 p.m.; 9 to 10 p.m.; 12 midnight to 1 a.m., CST.

KCRJ, Jerome, Ariz.—Granted renewal of license, 1310 kc., 100 w., hours of operation: daily: 7:30 to 10 a.m.; 12 noon to 1 p.m.; 3:30 p.m. to local sunset.

Granted authority to install automatic frequency control: WIBM, Jackson, Mich.; WCAE, Pittsburgh; WQDX, Thomasville, Ga.; KRGV, Harlingen, Tex., and WREN, Lawrence, Kans.

WFBR, Baltimore—Granted authority to continue program tests for 30 days from May 18.

KFNF, Shenandoah, Ia.—Granted permission to intervene in re-application of KARK.

W2XCD, Passaic, N. J.—Granted CP to rebuild station destroyed by fire.

Granted temporary licenses subject to such action as

GLOSSARY

CP—Construction permit.
LP—Limited power.
LS—Power until local sunset.
LT—Limited time.
KC—Kilocycles.
KW—Kilowatts.
D—Daytime.
W—Watts.
Ex. Rep.—Examiner's Report.
G.O.—General Order.

the Commission may take on pending applications for renewals: WHAT, Philadelphia; WIL, St. Louis, Mo.; WMRJ, Jamaica, N. Y.; WNBW, Carbondale, Pa.; WTSL, Laurel, Miss.; KFWF, St. Louis, Mo.; KGMP, Elk City, Okla.; KMLB, Monroe, La., and KWEA, Shreveport, La.

Set for hearing: NEW, Raymond J. Morrow & Ronald F. Brill, Roseville, Cal.—Requests CP for 1420 kc., 100 w., specified hours; WHK, Cleveland—Requests modification of license to increase day power from 1 kw. to 2½ kw. LS; WJSV, Alexandria, Va.—Requests consent to voluntary assignment of license to Old Dominion Broadcasting Co.; KTM, Los Angeles—Requests modification of license to change hours of operation to unlimited. (Now shares with KELW.)

Applications dismissed at request of applicants: WQBC, Vicksburg, Miss.—Modification of license, 1430 kc., 500 w., unlimited time (facilities of WNBR-WGBC); WMSG, New York—Modification of license, 1350 kc., 250 w., divide time with WAWZ and WNBX (facilities of WCDA).

KDFN, Casper, Wyo.—The Commission reconsidered its action of May 6, whereby application was granted for the use of 1210 kc., 100 w., and granted renewal of license on 1440 kc., 500 w., unlimited time.

KTBS, Shreveport, La.—Denied request to take depositions as well as a continuance of hearing set for May 25.

MAY 24

NEW, Albert S. Moffat, Springfield, Mass.—Granted CP to operate on 1420 kc., 100 w., unlimited time.

WBEN, Buffalo, N. Y.—Granted CP to change equipment.

WMBO, Auburn, N. Y.—Granted CP to move station locally in Auburn.

NEW, Troy Broadcasting Co., Troy, Ala.—Granted CP to operate on 1210 kc., 100 w., D.

KGKB, Tyler, Tex.—Granted CP to make changes in equipment.

WRBQ, Greenville, Miss.—Granted CP to make changes in equipment and change power from 100 w., 250 w. LS, to 100 w.

KFIZ, Fond du Lac, Wis.—Granted CP to install 100 w. transmitter.

KGCU, Mandan, N. D.—Granted CP to make changes in equipment.

WDAS, Philadelphia—Granted modification of CP to extend commencement date from Feb. 8, 1932, to July 1, 1932, and completion date from May 8 to August 30, 1932.

KGRS, Amarillo, Tex.—Granted renewal of license, 1410 kc., 1 kw., specified hours.

WCAT, Rapid City, S. D.—Granted renewal of license, 1200 kc., 100 w., 1 hour daily.

WNBX, Springfield, Vt.—Granted permission to suspend operation until action is taken by Commission on application of this station to change frequency, increase power and install new equipment.

KLPM, Minot, N. D., and KGCU, Mandan, N. D.—Granted authority to operate from May 28 to June 28, inclusive, with no specified hours of operation, on a time-sharing agreement.

KOCW, Chickasha, Okla.—Granted authority to discontinue operation from June 1 to Sept. 15.

KBPS, Portland, Ore.—Granted authority to discontinue operation from June 18 to Sept. 6.

WHAZ, Troy, N. Y.—Granted authority to discontinue operation from Aug. 1 to Sept. 5.

WRBX, Roanoke, Va.—Granted authority to discontinue operation from June 1 to June 15, inclusive, while removing the studio locally from Hotel Roanoke to their own studio building.

WEAN, Providence, R. I.—Granted permission to operate station with 500 w. power after midnight between May 25 and June 15.

Granted authority to install automatic frequency control: WBOQ, New York; WDAS, Philadelphia; WBAX, Wilkes-Barre, Pa.; KABC, San Antonio, Tex., and KFWB, Hollywood, Cal.

W6XAH, Bakersfield, Cal.—Granted experimental visual broadcasting license, 2000-2100 kc., 1 kw.

Granted temporary licenses ending June 22: WEBR, Buffalo (auxiliary); WJBI, Red Bank, N. J.; WLCI, Ithaca, N. Y.; WMBO, Auburn, N. Y., and WSIX, Springfield, Tenn.

WJBY, Gadsden, Ala.—Granted temporary license and designated application for hearing to ascertain if station is operating or will be in the public interest beyond the term of license.

Set for hearing: WCOC, Meridian, Miss.—Requests CP to move station to Greenville, S. C.; WNOX, Knoxville, Tenn.—Requests CP to move station to Greenville, S. C., and make changes in equipment; WCOC, Meridian, Miss.—Requests consent of voluntary assignment of license to The Greenville News Piedmont Co., Inc.; WQBC, Vicksburg, Miss.—Requests modification of license to change frequency from 1360 to 880 kc.; increase power from 500 w. to 1000 LS, and change time from D. to unlimited. (Facilities of WCOC); WBBM-WJBT, Chicago—Requests modification of license to synchronize with KFAB during certain specified hours and authority to install automatic frequency control; KFAB, Lincoln, Neb.—Requests modification of license to synchronize with WBBM-WJBT during certain specified hours, and authority to install automatic frequency control.

Renewals of licenses for the following stations were set for hearing because their facilities have been applied for: WMBR, Tampa, Fla.; KFYO, Abilene, Tex., and KGIX, Las Vegas, Nev.

MAY 27

WCFL, Chicago—Granted CP to move transmitter from Navy Pier, Chicago, to York Township, Ill., install new equipment, increase power from 1½ kw. to 5 kw. and change time from limited to unlimited experimentally.

WMBH, Joplin, Mo.—Granted authority to operate from 8 to 9 p.m., CST, May 29, June 5, 12, 19 and 26, instead of from 7:30 to 8:30 p.m.

WNBH, New Bedford, Mass.—Granted CP to make changes in equipment and increase day power from 100 to 250 w.

WKBZ, Ludington, Mich.—Granted CP to make changes in equipment and increase power from 50 to 100 w.

WKBB, Joliet, Ill.—Granted CP to move transmitter and studio from Joliet to RFD No. 1, East Dubuque, Ill., change frequency from 1310 kc. to 1500 kc., change hours of operation from sharing with WCLS to specified hours.

WCAU, Philadelphia—Granted modification of CP to change type of equipment authorized by CP for auxiliary transmitter.

WLTH, Brooklyn—Granted license covering changes in equipment, 1400 kc., 500 w., share with WCGU, WFOX, and WBBC.

WCLO, Janesville, Wis.—Granted license covering installation of new equipment, 1200 kc., 100 w., limited time.

KGCA, Decorah, Ia.—Granted modification of license to increase power from 50 to 100 w.

KRE, Berkeley, Cal.—Granted modification of license to change specified hours of operation to daily, (PST) 6:30 to 9:30 a.m.; 12 noon to 3 p.m.; 6 to 9 p.m. Sundays, (PST) 10 a.m. to 2 p.m., 6:45 to 9:45 p.m.

WCAH, Columbus, O., and WHP, Harrisburg, Pa.—Granted renewal of license; application heretofore set for hearing, reconsidered and granted as request for their facilities has been withdrawn.

WICC, Bridgeport, Conn.—Granted authority to operate unlimited time from June 13 to Oct. 3.

KUSD, Vermillion, S. D.—Granted authority to discontinue operation from June 4 to Sept. 13.

Granted authority to install automatic frequency control: WNBR-WGBC, Memphis; WAAM, Newark; WKBB, Joliet, Ill.; KFJM, Grand Forks, N. D., and KUJ, Walla Walla, Wash.

WSB, Atlanta, Ga.—Granted 30-day extension in which to continue field intensity measurements for location of new 50 kw. transmitter.

WMCA, New York—Granted modification of license, 570 kc., 500 w., share with WNYC.

WPCH, New York—Granted modification of license, 810 kc., 500 w., D. to sunset at Minneapolis.

WNYC, New York—Granted modification of license, 570 kc., 500 w., share with WMCA.

The above modification of licenses were issued for the period beginning May 25, pursuant to and in conformity with the mandate in the Court of Appeals contained in stay order issued on May 24 to WNYC.)

W9XX, Iowa City, Ia.—Granted license experimental visual broadcasting station, 2000-2100 kc., 100 w.

WOKO, Albany, N. Y.—Granted authority to rebroadcast routine communications carried on by aircraft and ground stations of Brown Chain.

KRMD, Shreveport, La.—Granted temporary license subject to such action as the Commission may take on licensee's pending application for renewal.

KGEK, Yuma, Col.—Granted temporary license and designated said application for hearing.

KGEW, Ft. Morgan, Col.—Granted license and designated said application for hearing.

WMBG, Richmond, Va.—Granted temporary license for period June 1 to 22 for auxiliary transmitter, 1210 kc., 10 w., unlimited time, except on Sundays when WBBL operates between 10:30 a.m. and 1:30 p.m.; 5:30 to 7:00 p.m. and 7:30 to 9:30 p.m.

Set for hearing: NEW, W. T. Hamilton, Greenville, S. C.—Requests CP for 250 w. night, 500 w. LS, unlimited; NEW, South Carolina Broadcasting Co., Inc., Greenville, S. C.—Requests CP, 1310 kc., 100 w., unlimited time. (Facilities of WROL); NEW, KORO, Ltd., Eureka, Cal.—Requests CP, 1500 kc., 100 w., unlimited time; KTAR, Phoenix, Ariz.—Requests modification of license to increase night power from 500 to 1000 w.; NEW, Radio Institute of California, Los Angeles—Requests CP for visual broadcasting service.

WBAL, Baltimore—Denied application for continuation of authority to permit the experimental synchronous operation of station with WJZ, New York, effective June 15.

WTIC, Hartford, Conn.—Denied application for continuation of authority to permit the experimental synchronous operation of this station with WEAF, New York, effective June 15.

Examiners' Reports . . .

KWEA, Shreveport, La., and NEW, W. H. Allen & Co., Alexandria, La.—Examiner Hyde (Report 360, Dockets 1274, 1295 and 1472) recommended that applications of KWEA for renewal of license and for CP to move station to Baton Rouge be denied and that request of W. H. Allen & Company for CP to use KWEA's facilities be denied. Examiner Hyde held that KWEA has not been utilizing full time nor rendering a public service.

WHDL, Tupper Lake, N. Y., and WCAD, Canton, N. Y.—Chief Examiner Yost (Report 361, Dockets 1319 and 1405) recommended that application of WHDL to change frequency from 1420 kc. to 1220 kc. and from 100 to 500 w., to share D. with WCAD be granted and that WCAD be limited to following specified hours: Monday to Saturday, inclusive—12:30 to 1:30 p.m. and 3 to 4 p.m.

KVOA, Tucson, Ariz.—Chief Examiner Yost (Report 364, Docket 1552) recommended that KVOA be granted full time instead of half time, but that its power be reduced from 500 w. to 250 w., thus leaving the state of Arizona still .33 units underquota.

KMJ, Fresno, Cal.—Examiner Hyde (Report 365, Docket 1558) recommended that application for CP to increase power from 100 to 500 w. and for change in frequency assignment from 1210 to 580 kc. be granted as improved facilities will widen service area without causing additional interference.

New World Release

WORLD Broadcasting System on May 23 released a new series of transcriptions of Ida Bailey Allen's Coco Cola programs, featuring Gustave Haenschen and his all-string orchestra ensemble. The 15-minute programs are to be carried three daytime periods weekly at strategic points throughout the country.

NBC Would Acquire KPO

VOLUNTARY assignment of KPO, San Francisco, from Hale Bros. Stores, Inc., and the Chronicle Publishing Co., to NBC, was requested at a hearing before the Radio Commission, sitting en banc, May 26, at which the question of distribution and ownership of facilities as between the networks on the Pacific coast was raised for the first time.

KPO, licensed for 5 kw. on the 680 kc. clear channel, and holding a construction permit for 50 kw., has been used as the key of the NBC-Gold network since January. It was testified that no radical changes in the existing arrangement are contemplated, should the transfer be approved. The sale price has been set at $600,000, payable in annual installments without interest, exclusive of the cost of the new 50 kw. unit, estimated at around $200,000. The sum would reimburse the present license of the station for their losses in operation and physical investment since the station was established in 1922.

The only witnesses to testify were Don E. Gilman, vice-president of NBC in charge of its Pacific Division, J. W. Laughlin, manager of KPO, Andrew D. Ring, broadcast engineer of the Commission, and L. M. Applegate, assistant engineer of the Commission. Duke M. Patrick, general counsel and George Porter, assistant general counsel, appeared for the Commission. A. L. Ashby, vice-president and general attorney, and P. J. Hennessey, Jr., appeared for NBC, with Louis G. Caldwell as counsel for KPO.

Assignment of the license of WJSV, Alexandria, Va., from its present independent licensee, WJSV, Inc., to the Old Dominion Broadcasting Co., created as a subsidiary of CBS, will be considered by the Commission at a hearing June 2. The station, using 10 kw. on 1460 kc., would be leased by CBS.

CBS Reports Accounts

AMERICAN SAFETY RAZOR Corp., Brooklyn, makers of the Gem Micromatic razor and blade, on June 5 makes it debut over a coast-to-coast CBS network, to be heard from 10 to 10:30 p. m., EDST, Sunday nights, featuring dramatizations of famous sporting events and great moments in the lives of Broadway stars. Ed Sullivan, Broadway columnist, will arrange the broadcasts.

CBS also reports the signing of Commander Larabee Corp., featuring the "Airy Fairy Singer," nine weeks starting May 21, Tuesday, Thursday and Saturday, 10:15-10:30 a. m.; Chase & Sanborn's tea program, 13 weeks starting June 2, Tuesday and Thursday, 7:45-8 p. m.; General Mills' "Skippy" program, six days weekly, 5:30-5:45 p. m. for west and 6:30-6:45 p. m. for east, starting July 11; Jad Salts, renewal of "Aunt Jemima Songs," starting May 25; General Cigar's Robert Burns Panatela program, 17 weeks starting May 25, Wednesday, 9-9:30 p. m.; Bourjois' "Evening in Paris," renewed for seven weeks, and Barbara Gould beauty talks, renewed, Thursday, 10:45-11 a. m.

Approve RCA Monitor

APPROVAL of the visual frequency monitor developed by RCA Victor Co. was announced May 20 by the Radio Commission following tests at the Bureau of Standards. The approval number 1454 was assigned the apparatus, designated as Type EX-4180. Previously the Commission had approved monitors developed by the DeForest, General Radio and Western Electric companies. The monitor developed by Doolittle & Falknor now is undergoing final test and approval may be forthcoming shortly. Under Commission Rule 145 (General Order 116) all broadcasting stations must have visual monitor apparatus installed by June 22, at which time they must maintain frequency tolerance of 50 cycles plus and minus.

Play About Radio

"HEIGH-HO, Everybody!" is the new title of Herbert Polesie's comedy about broadcasting at the Fulton Theatre, New York. Mr. Polesie is head of the continuity department of the Adams Broadcasting Service, New York radio program firm which is producing the play. Under the former title of "Coast-to-Coast," the play had try-outs in Boston and Newark.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Situations Wanted

A man who can show average earnings of more than $8,500.00 per year for the past five years in the selling of radio advertising is desirous of making a connection with an established station as a salesman or with a small station as sales manager. Would consider taking over operation of station on percentage basis. Former manager of 1,000 watt station and sales manager of 1,000 watt station. Box 32, c/o BROADCASTING.

Two men formerly with group of country's largest cleared channel stations available account of consolidation for positions as station manager and commercial manager. Have ability and can furnish excellent references. Box 33, BROADCASTING.

American announcer technician now employed with prominent Canadian broadcasting organization desires position in United States. All-round experience, excellent references, unmarried. Will go anywhere. Address Box 31, BROADCASTING.

The Other Fellow's Viewpoint . . .

"Per Inquiry" Offers

To the Editor of BROADCASTING:

In a current issue of BROADCASTING, an article appeared by Mr. S. G. Persons of WFSA and at the bottom of this article appears the question "What do you think."

It is not my custom to reply to published articles but inasmuch as this one contains an invitation, I am taking the liberty of expressing my views.

I think that this form of "per inquiry" advertising is about the most damaging that a station can handle and the cost of this handling is out of all proportion to the returns. During moments of mental aberration we have accepted some of these programs and by the time we got through checking up, keeping a set of books of the inquiries, squabbling over the settlement and finally yielding a lot of questionable points, we came to the conclusion that not only was there no profit in the transaction but also a decided financial loss.

Another point which Mr. Persons has not brought out clearly is the fact that the station is using its time and facilities to build up good will for the advertiser. Any of these concerns that are selling on the "per inquiry" basis would doubtless be glad to pay a salesman the same amount of money as a commission on all sales that they might effect. The air, however, comes under a different category. Not only do direct sales result from such broadcasts but good will is built up so that later on should these concerns establish distribution in the station's territory, they have had the benefit of all of this preliminary work on the part of the broadcasting station.

Fortunately we have a spacious waste basket and the majority of these get-rich-quick schemes find their way into this basket without much delay. There is an old saying that a burnt child is afraid of the fire, for we too like Mr. Persons have been burnt but we have learned a very thorough lesson and any of these schemes which we fall for in the future have to be in better disguise than an ordinary run of mine stuff with which we are deluged at present.

Yours very truly,
MICHIGAN BROADCASTING CO.
W. W. GEDGE,
General Manager,
WMBC, Detroit
May 16, 1932.

3 Stations Licensed

THREE NEW broadcasting stations have been authorized by the Radio Commission since May 20 under its new rules whereby such applications may be granted conditionally without hearing. Albert S. Moffat was authorized to install a 100-watt station to operate on 1420 kc. with unlimited time at Springfield, Mass., May 24. Simultaneously, the Commission authorized a new daytime station on 1210 kc. with 100 watts at Troy, Ala., to be operated by the Troy Broadcasting Co. The Southwest Broadcasting Co. on May 20 was granted a construction permit for a 100-watt station on 1420 kc. to share with KGIW, Trinidad, Colo.

How Program Director May Combine Setting Up Exercises With His Work

PROPOSED standardized signals to orchestras while broadcasting, suggested by the sign language used in network studios, have been prepared by J. Kingman Scott, organist and master of ceremonies at WPTF, Raleigh, N. C. The signals, which require a certain amount of contortions, follow:

1. One rib raised over collarbone—Play introduction fortissimo.
2. One wink at pianist—Not so bad.
3. Nose sniffle—Too much bass.
4. Tongue stuck out—Have heard better but passable.
5. Left ear wiggle—Was that the human thing to do?
6. Two fingers horizontal — Omit verse and chorus—stick to vamp.
7. One finger over left ear—Ad lib to unconsciousness.
8. Thumb and fingers at nose—Music poor; stop.
9. Dead faint—Piece being played o.k.
10. Hand raised over head—Wrong piece.
11. Arms revolving in circle—What are you playing?
12. Blowing of nose thrice—Sponsor bankrupt—stop playing.

WOR Urges New Name For Sustaining Program

A NEW NAME for sustaining programs is being sought by WOR, Newark. Walter J. Neff, assistant commercial manager, has suggested "station tested programs." Contending that the adjective sustaining is "ambiguous and tends to create the impression that the station, for lack of anything better, simply sustains the hours of its time between advertising programs," Mr. Neff said the name "should be an indicator of the quality and standard which a station attempts to maintain in its contacts with advertisers."

NBC and the Chicago public schools systems are to conduct an unusual experiment in radio education this summer with the presentation of "the classroom of the air" for the especial benefit of those pupils who missed part of the school work last year and to enable other children to keep refreshed.

Under the direction of Miss Judith Waller, assistant manager of WMAQ, the course will be given daily, except Saturday and Sunday, from June 20 to August 12, varying in time between 9:15 and 10:45 a. m., CST.

Announcing a New

COLUMBIA OUTLET

CKOK

AT THE TOP OF THE DIAL
5000 Watts - 540 K. C. - 555.6 Meters

Member Columbia Basic Network
on and after June 1st

The new station has headquarters in Windsor, Ontario, and is the only INTERNATIONAL CLEARED CHANNEL on the North American Continent. The transmitter is 6 3/4 miles southeast of downtown Detroit.

Card Rates Strictly Maintained. Completely Western Electric Equipped. Electro-Dynamic Microphones in All Studios.

ESSEX BROADCASTERS, Inc.

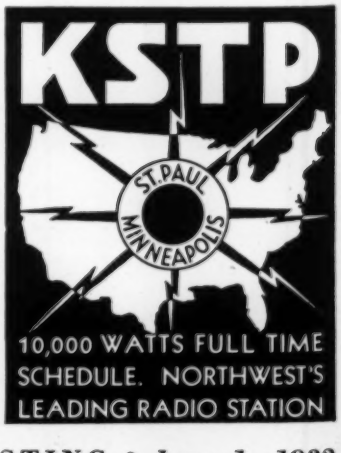
Union Guardian Bldg. DETROIT, MICH.
Guaranty Trust Bldg. WINDSOR, ONT.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys, Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.



More than 98% of the WMAQ Chicago Audience will be "at home" to you this summer

NOT more than 2 per cent of Chicago families will be absent from the city on vacations at any one time this summer, estimates the Chicago Association of Commerce. Most of these vacationists will continue to enjoy WMAQ programs by auto or summer home radios. Modern broadcasting equipment and receivers insure clear reception for WMAQ's great audience of responsive listeners who will continue, throughout the summer, to buy the products presented to them over their favorite station.

670 KILOCYCLES
CLEARED CHANNEL
100% MODULATION

WMAQ

MERCHANDISE MART
« CHICAGO »
Phone Superior 8300

A NATIONAL BROADCASTING COMPANY NETWORK STATION